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Canada. Tourist Traffic, Standing Committee on 1948

1948

THE SENATE OF CANADA)

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PROCEEDINGS

OF THE

STANDING COMMITTEE

ON

TOURIST TRAFFIC

No. 1

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THURSDAY, FEBRUARY 19, 1948

THURSDAY, MARCH 18, 1948

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The Honourable W. A. Buchanan, Chairman

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WITNESSES:

Mr. Herbert Marshall, Dominion Statistician.

Mr. Ross McLean, Government Film Commissioner, National Film Board.

Mr. Roy A. Gibson, Director, Lands & Development Services, Department of Mines and Resources.

Mr. James Smart, Controller, National Parks Service, Department of Mines and Resources.

Mr. J. A. Hutchison, Superintendent of Banff National Park.

Mr. J. A. Wood, Superintendent of Jasper National Park.

Mr. G. H. L. Dempster, Superintendent of National Parks in British Columbia.

Mr. P. T. Baldwin, Assistant Commissioner of Immigration, Department of Mines and Resources.

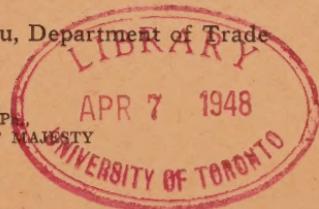
Mr. G. N. Bunker, Director of Customs Excise Inspection, Department of National Revenue.

Mr. D. Leo Dolan, Director, Canadian Travel Bureau, Department of Trade and Commerce.

OTTAWA

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1948



MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable W. A. BUCHANAN, *Chairman*

The Honourable Senators

Bishop	Duffus	McLean
Bouchard	Dupuis	Murdock
Buchanan	DuTremblay	Paquet
Crerar	Gershaw	Pirie
Daigle	Horner	Robinson
Davies	Mackenzie	Roebuck
Dennis	McDonald ( <i>Kings</i> )	St-Père (23).
Donnelly	McKeen	

## MINUTES OF PROCEEDINGS

THURSDAY, February 19, 1948.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 10.30 a.m.

*Present:* The Honourable Senators:—Buchanan, Chairman; Bishop, Davies, Gershaw, Horner, McDonald (*Kings, N.S.*), McKeen, Murdock and Robinson—9.

The Committee proceeded to the consideration of the Order of Reference of 5th February, 1948, authorizing the Committee to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada.

The official reporters of the Senate were in attendance.

Mr. Herbert Marshall, Dominion Statistician, Bureau of Statistics, Department of Trade and Commerce, was heard with respect to tourist traffic to Canada from a statistical point of view, and was questioned.

Mr. Ross McLean, Government Film Commissioner, National Film Board, was heard with respect to work of the National Film Board in connection with tourist traffic to Canada, and was questioned.

Mr. Roy A. Gibson, Director, Lands & Development Services, Department of Mines and Resources, was heard and read a brief on National Parks and the Tourist Industry, and was questioned.

Mr. James Smart, Controller, National Parks Service, Department of Mines and Resources, was heard with respect to the development of National Parks.

Mr. J. A. Hutchison, Superintendent of Banff National Park, was heard with respect to facilities for skiing in Banff National Park.

Mr. J. A. Wood, Superintendent of Jasper National Park, was heard with respect to facilities for skiing in Jasper National Park.

Mr. G. H. L. Dempster, Superintendent of National Parks in British Columbia, was heard with respect to skiing in Revelstoke Park.

At 12.10 p.m. the Committee adjourned to the call of the chairman.

Attest.

H. ARMSTRONG,  
*Clerk of the Committee.*

THURSDAY, 18th March, 1948.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 10.30 a.m.

*Present:* The Honourable Senators:—Buchanan, Chairman; Bishop, Crerar, Davies, Horner, Mackenzie, McDonald (*Kings, N.S.*), Murdock, Paquet and Pirie.—10.

The Committee resumed consideration of the Order of Reference of 5th February, 1948, authorizing the Committee to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada.

The official reporters of the Senate were in attendance.

Mr. P. T. Baldwin, Assistant Commissioner of Immigration, Department of Mines and Resources, was heard with respect to the organization of the Immigration Department for the entry of tourists to Canada, and was questioned.

Mr. G. N. Bunker, Director of Customs Excise Inspection, Department of National Revenue, was heard with respect to the regulations and facilities of the Customs Department for dealing with tourist travel to Canada, and was questioned.

Mr. D. Leo Dolan, Director, Canadian Travel Bureau, Department of Trade and Commerce, was heard with respect to tourist traffic to Canada; gave an outline of the plans of the Travel Bureau for the present year, and was questioned.

On motion of the Honourable Senator Bishop, seconded by the Honourable Senator McDonald (*Kings, N.S.*), it was—

Resolved to report recommending that authority be granted for the printing of 600 copies in English and 200 copies in French of the evidence given before the Committee, and that Rule 100 be suspended in so far as it relates to the said printing.

At 12.15 p.m., the Committee adjourned to the call of the Chairman.  
Attest.

H. ARMSTRONG,  
*Clerk of the Committee.*

## MINUTES OF EVIDENCE

THE SENATE

THURSDAY, February 19, 1948.

The Standing Committee on Tourist Traffic met this day at 10.30 a.m.

Hon. Mr. Buchanan in the Chair.

The CHAIRMAN: Gentlemen, we now have a quorum, and we have quite a number of witnesses for this morning, so if it is agreeable to you, we will ask Dr. Marshall, the Dominion Statistician, to give evidence first. Last session Senator Murdock made some inquiries of Dr. Marshall in respect to the reported value in dollars and cents of the tourist traffic to Canada, and the reply led me to believe that it will be interesting and helpful to the committee if we had Dr. Marshall before us, with a breakdown of these figures, not only into the number of tourists but in the expenditure of money. If Dr. Marshall will come forward we will have his evidence first. Dr. Marshall, you know pretty well what we are in search of; and you might make a statement following somewhat along the lines of the letter you wrote in respect to Senator Murdock's letter last year.

Dr. MARSHALL: I will try to do that.

Hon. Mr. MURDOCK: Have you a copy of those two letters?

Dr. MARSHALL: I have not the letters with me.

Hon. Mr. MURDOCK: I gave about twenty-five to the Clerk there.

Dr. MARSHALL: I know pretty well what they are. Mr. Chairman and senators, the compilation of tourist statistics is rather a complicated process, and I would not like you to think that the Dominion Bureau of Statistics pulls the figures out of the air or that they are satisfied with approximate estimates. We have a rather thorough going system, I think, of arriving at the tourist figures. Now, if you take the all-over figure which is issued by the Immigration Branch, their figure of course is one which is collected for administrative purposes, and I think that it is an excellent figure for the purpose they have in mind; but if you wish to have information about the tourist figures from a statistical point of view, then you must do more than just accept the over-all total at its face value.

The reason that we in the Bureau are so anxious to have as accurate a record as possible of tourist statistics is because of the fact that it is an important item in the Canadian balance of international payments. It is a means, as you are very well aware, of obtaining American dollars and helping us to balance our payments against that country. So, particularly when the Foreign Exchange Control Board was instituted, we decided that it would be necessary to make some improvements in the old method of obtaining estimates of tourist expenditures, and we had an interdepartmental committee set up on which there were representatives of the Bank of Canada, the Foreign Exchange Control Board, the Customs and the Immigration Branch; and at that time, early in the war, we worked out a new and very much better system of obtaining tourist records. It may be that you are familiar with the fact that in earlier years we had higher estimates of tourist expenditures than we have at the present time. When we instituted this new system, with the co-operation of the other departments, we were able to obtain very much more detailed information, and therefore we were able to make some corrections in the old figures. So that if you want to make a

comparison over a period of years concerning tourist expenditures, it is necessary if you are to be accurate, to use the later series which have been published since about 1943.

Taking the year 1947 it is shown in the statistics of immigration that there were 22,801,000 persons who crossed the boundary from the United States into Canada. As I have said, if you take these figures at their face value you are apt to get an erroneous impression of the importance of the tourist traffic. Because of the new system of statistics which we have we are able to break that 22,801,000 down into various categories. There are two broad categories. One is the short-term traffic and the other is the long-term traffic. In the short-term traffic we have such items as follows: local traffic, 7,483,000; repeat traffic, 3,134,000, and tourist one-day and tourist two-day, covered by local permits, and rail, bus, aeroplane and other travellers. This short-term traffic pertains to traffic that comes to Canada for a short stay of forty-eight hours or less. I think you are all familiar with the fact that there are certain border points in Canada where there is a very great deal of traffic between the United States and this country, some of it only being for an hour or so.

Hon. Mr. McDONALD (*Kings*): That is not classified as tourist traffic, is it?

Dr. MARSHALL: No, it is really not tourist traffic at all from our point of view. That kind of traffic is included in our short term and naturally the expenditure by the short-term people is very much less than the expenditure of the bona fide tourists. Another example of the short-term traffic is the repeat traffic. Honourable senators know that on the Canadian shore of Lake Erie there is an American summer colony. These people, most of them commuting by motor car, get an E-50 permit for say three or six months. In addition to that, of course, every day they may go back to work in the United States and then return to Canada, and all of these trips into Canada are recorded. It may mean that on any particular day they do not spend anything in Canada at all and so it is absolutely necessary, if you are going to get an accurate estimate of tourist expenditures, that these various groups of short-term people are segregated. Then we have got to get an example of their expenditures, which we apply to the particular groups in order to make our overall estimate of tourist receipts.

Hon. Mr. DAVIES: What was the total of the short-term traffic?

Dr. MARSHALL: The total of the short-term traffic was 19,252,000. On the other hand, the long-term traffic was 3,549,000 and, of course, that included the motor cars that came into Canada for a period of more than three days. It also includes the summer residents; that is to say, when their permit expired we got an example of their expenditures for a daily period, but in the short-term traffic we did not include receipts for the repeat traffic for each individual entry. That is all calculated in this long-term period. In the long-term traffic in 1947 the E-50 permits, that is to say, the automobiles that came into Canada with a permit over three months, amounted to 2,000,000. Rail traffic was 644,000; bus traffic, which may be called long trip bus, was 339,000. Aeroplane traffic was 103,000 and boat traffic was 334,000. That makes a long-term traffic total of 3,549,000. That pertains to the year 1947. It is a little early yet to calculate the expenditures of these various groups for 1947, but I can give you some idea of the relative importance.

Hon. Mr. MURDOCK: 1947 was larger than 1946, was it not?

Dr. MARSHALL: Yes, it was, senator. Now, suppose we take the year 1946. In that year the short-term traffic amounted to 17,949,000 and the long-term traffic to 3,337,000, the grand total being 21,287,000. From the point of the persons entering Canada, the long-term traffic accounted for 84 per cent and the short-term traffic for 16 per cent. That is just numbers of persons, but when you come to look at expenditures, the expenditures of the short-term

people accounted for \$38,000,000, which was 17 per cent of the total, and for the long-term traffic which only had roughly 16 per cent of the people, it had 82 per cent of the expenditure or \$178,000,000.

So we see from this that the long-term traffic is the really significant thing from the tourist expenditure point of view. I said that these figures were not obtained by mere guess work. In the new system which we inaugurated we were able to make an arrangement with the Immigration Branch and the Customs to get more information from the tourists themselves. First of all, for the travellers who come into Canada by motorcar from the United States we obtain an E-50 form, which is a customs form that the American motorist is asked to fill in. We were able to make arrangements with the customs authorities to have included on this E-50 form a question on expenditures. Of course, we word the question very tactfully. We say, "Guest of Canada, please assist us by answering this question." - We ask for the approximate total amount spent in Canada on this visit by you and those in your vehicle, for all purposes. And then we specify some of the items as examples. These forms E-50 are for people who come into Canada for a period of more than forty-eight hours; they may be here for a week or a month or longer. From the information they fill in we get their actual expenditures, and I think that our sample now is based on about 50 per cent of the E-50 forms that come in.

Hon. Mr. McDONALD (*Kings*): You cannot say that it is their actual expenditures, can you, Dr. Marshall?

Dr. MARSHALL: We say they are their approximate expenditures. Some of these people will fail to remember something, and some may exaggerate a little bit, but when you are dealing with large numbers like this they tend to offset one another and we feel that the figures we get are approximately accurate.

Hon. Mr. MURDOCK: How long have you been using that form?

Dr. MARSHALL: We have been using that form since about 1942.

Hon. Mr. DAVIES: Did you say you only got about 50 per cent of them returned?

Mr. R. A. BROWN: They are all returned, sir. The tourists have to surrender them when they leave the country, but we only cover 50 per cent when we are analysing a sample. We had 1,653,000 to do last year, and it is a terrific job to cover that many.

Hon. Mr. DAVIES: You might get replies from 100 per cent, but you would only go over 50 per cent of them?

Mr. BROWN: Yes.

Hon. Mr. DAVIES: And you guess the rest?

Mr. BROWN: No, we do not make a guess.

Dr. MARSHALL: I think there is a misunderstanding. We get in a return from all the tourists, but only 50 per cent of them answer the expenditure question. It is not compulsory to answer it, it is optional; we make it plain that they do not have to answer it.

Hon. Mr. DAVIES: When you are estimating the amount of money they spent, do you put down the actual figures they give you or do you say, "We get an answer to this question from only 50 per cent of the tourists, so we will double the amount"?

Dr. MARSHALL: No, sir. We average the actual expenditure.

Hon. Mr. DAVIES: Then there is likely to be a lot more money left in the country than you know about?

Dr. MARSHALL: We make this an average. Say there are two million people come in and we get the question answered by one million. That gives us a marvellous sample, and we make an average of that and apply it to the two million. And of course it is broken down into the various groups.

Then there are those people who come in by motorcar for just forty-eight hours or less. For those we have another form, E-49. It is headed "Guest of Canada. Voluntary statistical return." It is made plain to the tourist that the supplying of information is quite voluntary. I am not just sure what percentage of returns we get on this, but it is larger than for the E-50. On this form E-49 we have the matter broken down under the headings of motorcar, motorcycle, bus and commercial vehicle, so that we know what kinds of vehicles come in. Then we handle the form E-49 the same as E-50, and as a result of the information we get about expenditures we can make an average expenditure which can be applied to the whole of a group. Of course, we do not require the filling in of a form E-49 by people who make daily or very frequent repeat trips into Canada, such as those people who reside on the shore of Lake Erie. We do not ask them to fill in one of these forms every day; in fact, we do not give them a form. We ask the customs officer to mark across the form the word "Repeat", and in that way we know just how many repeat trips there are. The expenditures of these people are not estimated on the basis of the E-49, but later on when they turn in their E-50 we get their expenditures from that.

Then what about the Americans who come into Canada by railroad or by aeroplane? We handle them through the Immigration authorities. In those cases the American immigration authorities assist us. They hand out a post-card, which asks for information similar to that requested on our E-49 and one or two other questions as well. Those postcards, when the Americans go back into the United States, give a good sample of information to the American authorities who are inspecting and estimating the tourist expenditures as well as doing the balance of international payment studies.

The Americans compile this information in the same manner as we do—by averages. We work closely in collaboration with them, on the same system. We get information about expenditures by Americans who come into Canada by boat, aeroplane and so on.

And now, what about Canadians who go into the United States? Those who cross the border by motorcar, on their return to Canada are given the form E-6a; this is handled by the immigration and customs people. It also is a voluntary return; and we get information on it about the length of stay and expenditures. On the basis of that sample we are able to estimate the expenditures of Canadians who went to the United States by motorcar.

Now, as to the Canadians who go to the United States by rail or aeroplane, they also get a postcard which, instead of being mailed to Washington, is mailed to Ottawa. On the basis of that sample we are able to get the average figures that apply to that group of people travelling to the United States by rail or aeroplane.

I think it unnecessary for me to say anything more about the method. It is a method which instead of yielding us a sample of something less than one per cent, such as we had before 1942, now yields a very considerable sample of expenditures, and therefore gives us, I think, a sound basis for making our tourist estimate expenditures.

The CHAIRMAN: Are there any questions to be asked of Dr. Marshall?

Hon. Mr. DAVIES: I am wondering whether this short-term traffic should really be called tourist traffic.

Dr. MARSHALL: That is why we distinguish between the two, Senator. The bona fide tourist traffic is, I think, those who come for a long term.

The CHAIRMAN: What is the period which you refer to as a long term?

Dr. MARSHALL: Anything over 48 hours; usually of course, it is longer than that.

Hon. Mr. DAVIES: Could you tell us, Dr. Marshall, roughly how does the amount of money coming into Canada from the United States—which is the all important feature as we are concerned—compare with, shall we say, 1938?

Dr. MARSHALL: We have a table made up, which carries those figures; it goes back to 1926. You are thinking, Senator, now of United States-Canada, are you?

Hon. Mr. DAVIES: That is right, yes.

Dr. MARSHALL: In 1926 the credit side was \$140 million, in 1927 \$148 million, in 1929 it went up to \$184 million, in 1933 it dropped to \$81,000,000. Then we come to 1937; it was up to \$149 million; and in 1946, of course, it was \$214 million. We have not the figures for 1947.

Hon. Mr. DAVIES: You gave us \$178 million, did you not?

Dr. MARSHALL: I have them. It is higher than that for 1947. This is a preliminary estimate: the figure is \$230 million for the United States.

Hon. Mr. DAVIES: It is going up. Then it does indicate that the work which has been done by the tourist organization is very useful.

Dr. MARSHALL: Oh, I think that is very true, yes, indeed.

The CHAIRMAN: Do you have records of any tourist traffic in the country from other countries than the United States?

Dr. MARSHALL: Yes, we have. It is a very much smaller item. The highest figure was in 1937. It was \$17,000,000.

The CHAIRMAN: That is expenditures?

Dr. MARSHALL: Receipts.

Hon. Mr. DAVIES: From countries other than the United States.

Dr. MARSHALL: That is right. But the expenditures of Americans are the big thing, of course.

Hon. Mr. DAVIES: The figures you have given us, Dr. Marshall, do not confirm the information I was given, that while last year we had a larger tourist traffic, they did not spend as freely. Apparently they spent more freely.

Dr. MARSHALL: I think the average expenditure was somewhat less, but the number of people was more. That is why this over-all figure has gone up.

Hon. Mr. HORNER: All the evidence, then, goes to show that we would benefit if we could construct good roads leading north, rather than roads east and west. For instance, to our parks. The deeper they are into Canada, the greater benefit we would receive.

Dr. MARSHALL: Well, I would certainly think it would help greatly the international tourist traffic.

Hon. Mr. McKEEN: If it was too far they might not come at all.

Dr. MARSHALL: If there are any fishing lakes, they probably would.

Hon. Mr. HORNER: I was thinking of Prince Albert National Park. I know they like that very much, but they object to the dusty roads. I have met them there on several occasions. They like it because it is cool. They go up there to get away from the heat. But the roads are their chief criticism. They would come there readily if there was a paved road.

The CHAIRMAN: Thanks very much, Dr. Marshall. I am going to call on Mr. Ross McLean, Director of the National Film Board. I thought he might be able to tell us of any work they are actually doing to help in the promotion of tourist traffic, or, if they are not doing anything in that direction, we might make some suggestions as to where they might be helpful. Would you come forward, Mr. McLean, please? Would you tell us of anything of your work in the department that is helpful to attract tourists to Canada?

Mr. Ross McLEAN: Yes, I would be very glad to. Would you mind if I sat down? I have some papers that I might want to refer to.

The CHAIRMAN: Yes. That is all right.

Mr. McLEAN: To begin with, Mr. Chairman, I think, while I may be prejudiced in their favour, my own view is that pictures are much the most effective way of presenting whatever there may be in Canada which is of interest to people in the United States or in any other country. The National Film Board itself covers the whole range of pictorial presentation through still pictures, which are published in the press, and every other kind of publication, through news reel stories which are published through the international news reels issued from New York and issued also from London and Paris and other great centres of distribution in the film field; through the presentation of some of our subjects in theatres on a commercial basis; through assistance and encouragement to United States film companies which may be interested in producing films in this country for presentation; through their own distribution channels in the theatres of the United States; and finally—and this, I think, in time, and in not very far distant time either, will be a very important channel of distribution—the television agencies which are now becoming extremely important in the United States; and at least I think within the next year are likely to assume a vastly greater importance than they have up to now. These are the various media in the pictorial field and the channels through which they may be distributed. Our own work at the National Film Board is not of course directed substantially or especially to the development of the tourist traffic as such. This is, I am sure members of the committee will understand, primarily the function of the Travel Bureau, and the materials which are made available for use in this way emanate also a good deal from the Parks Branch itself. We do our best to work jointly with the Travel Bureau and the Parks Branch in this way, and while during the war I would say our opportunities in that respect were not particularly great, I think they are now increasing very substantially, and I think there is a great opportunity, particularly in this next year, for us through effective co-ordination of our work to achieve a large result.

So far as our own operation again is concerned, we send stories down to the news reel agencies in New York, for example. At the same time we present a still picture story on the same theme for publication in all the newspapers possible, that is to say through the Acme or World-Wide or other of the major United States syndicates. The evidence of publication of these news reel stories and still stories is extremely large. There is no question that the audiences reached in that particular way are huge. I could not be anything like as precise, certainly, as Dr. Marshall in statistics, but the figures of the distribution for any of the major news reel issues in the United States are very large, and any one of them may reach anywhere from fifteen to twenty-five million people in the United States alone. The publication of still pictures of course gives another enormous opportunity. Our information is drawn from the clippings we get from those agencies we work with in the United States.

I mentioned a while ago a television potential for the future. The audience up until the last year or two in the United States has been, I think, small, but because of the evidence of widespread sale of television sets, it is likely to amount to about 5,000,000 people in the United States at the end of this particular year. My reason for bringing it in is simply this. The principal component of television programs is in fact going to be short films, and I think it is extremely important that Canada should, in whatever way possible, continue the effective production of short films so that when the opportunity comes we shall have at any rate considerable material to present through television channels.

Hon. Mr. DAVIES: Do you have any applications from private individuals in the States who have home movies for films with regard to Canada?

Mr. McLEAN: We do, yes. One of our ways of operating in that non-theatrical field is to sell copies of our films to purchasers in the United States. Last year, for example, we sold 1,300 prints of volumes to circulating libraries throughout the United States. Those are not all tourist films, some of them being about Canadian resources, and the life of people in Quebec or British Columbia or any other part of Canada. As I say, there was a total of 1,300 prints sold to libraries throughout the United States. With respect to the home movie market it is rather different. We have not entered very much into the retailing of films through the home movie markets, for example, through drug stores or agencies like Macy's or other large department stores. They sell films for home use. We are rather concentrating on film libraries and the sale of prints to circulating libraries because we feel that the number of people who will see those films will be greater if we concentrate on the film libraries rather than on the home markets. I do not want to underestimate the importance of the potentiality of the home markets.

Hon. Mr. DAVIES: Would the films that are circulated throughout the libraries be available to a church gathering or Sunday school with a gathering of three or four hundred people? Can they rent them from these libraries and show them at these gatherings?

Mr. McLEAN: Oh, yes.

Hon. Mr. McDONALD (*Kings*): Do the agricultural films go through you?

Mr. McLEAN: Yes.

Hon. Mr. McDONALD (*Kings*): And have you a very large distribution of these films?

Mr. McLEAN: Yes.

Hon. Mr. McDONALD (*Kings*): I believe they are doing a lot of good.

Mr. McLEAN: I believe they are. We have a large distribution of farm films throughout Canada and our information is that they are extremely welcome.

Hon. Mr. McDONALD (*Kings*): From the experience I have had I know of no way that any department can be of greater help to the people in the rural parts of our country than by seeing that there is a widespread distribution of films showing rural life and of education and agricultural films.

Mr. McLEAN: Yes, I agree entirely and I am glad to have my own feelings in that respect confirmed.

Hon. Mr. McDONALD (*Kings*): For quite a time we had to depend on United States films before you people got going.

Mr. McLEAN: We are actually producing more agricultural films now than the United States Department of Agriculture. Their production in this regard has diminished over the last few years.

The CHAIRMAN: Have you any films making the feature topic tourist trade?

Mr. McLEAN: Yes, we have.

The CHAIRMAN: Are such films being fairly widely distributed?

Mr. McLEAN: They are going to be more so. This is a matter which perhaps the members of the Parks Branch might speak more about. During this past year we have produced at the National Film Board, and through co-operation with other agencies, quite a number of new films specifically on tourist themes. We also opened a tourist film library last year which we located in Washington for our own practical purposes, and that particular library is now being very effectively used. No doubt if we had more money we could open more libraries, but there is a limitation on our funds. Through that one particular library we have as many as 300 film showings a month, reaching 40,000 or more people in Washington and the eastern United States each month. That number can be greatly multiplied and we are planning next year, jointly with

other departments, to place in the United States a considerably large number of prints of the films that have been completed over the last few years, and which will be available on the basis for loan from libraries all across the countries. It may be that we ourselves shall move our own tourist library from Washington to Chicago. That is under consideration at the moment.

Hon. Mr. DAVIES: By prints you mean the films?

Mr. McLEAN: Yes.

Hon. Mr. McLEAN: Have you any distribution in the western United States at the present time?

Mr. McLEAN: Yes, through a library that is located in Los Angeles. We also hope to be able to increase our distribution in the western United States considerably when the Consul General's office is opened in San Francisco.

Hon. Mr. McLEAN: Do you work in co-operation with the provincial governments on tourist films?

Mr. McLEAN: I would not say that exactly but several provincial governments have provided prints of their films to our library in Washington, so we actually provide an outlet for them in that way.

Hon. Mr. McLEAN: In British Columbia they have gone into that field pretty strongly. Their films are being shown in Europe as well as the United States, and I was wondering whether the other provinces in the dominion were doing the same thing and whether your program was integrated with theirs so it would be to the best of everyone's advantage.

Mr. McLEAN: We do everything we possibly can in that respect and it is something we plan to intensify over the next few years. During the war honourable senators will realize that there was not much done in the way of production of this sort, but there has been a great deal done since that time. There is another interesting point here in terms of reaching tourists with films. The number of United States citizens who come up to Canada especially to the parks and to other tourist areas is very substantial. During the winter we operate a system of mobile circuits throughout all rural areas. We are planning to put most of our field representatives to work in tourist areas in July and August. For example, last year I suggested to George Walker, the manager of the Qualicum Beach Hotel on Vancouver Island that he put on at least one show a week for the American visitors there. He was quite pleased with the idea and it turned out to be a success. As a result of that my impression now is that we shall be very hard pressed to meet the requests for such showings in the future. If we cannot reach the American people in the United States as effectively as we wish we at least hope to reach our tourists here and show them pictures of other parts of Canada to encourage them to return to this country in the future.

The CHAIRMAN: Were any pictures taken in the National Parks and, if so, who is responsible for their distribution?

Mr. McLEAN: It is ours. The financing end of production is primarily the responsibility of the Parks Branch and to some extent they also handle the distribution. Through our own studios and such companies as the Crawley Film Company I think we produced four films last year for the Parks Branch. These are the films we are going to use during the forthcoming year through the co-operation of the Parks Branch.

The CHAIRMAN: Are there any other questions of Mr. McLean?

Mr. McLEAN: I might add one point here. Lately we prepared for use, especially abroad, a catalogue of the best representative still pictures in our libraries. This is a section of creative arts on recreation, which is a sort of encouragement to travel. If the committee wishes, I might leave a copy of this for the committee's records, and also a copy of our catalogue of 16 mm. films which

are available in the United States. This is a catalogue that we prepared especially for American libraries. I could also leave a copy of our annual report, but perhaps that is not necessary, as no doubt honourable senators have already seen it.

The CHAIRMAN: Thank you very much.

We have with us this morning almost every park superintendent in the country, and also Mr. Gibson, Director of Lands and Development Services of the Department of Mines and Resources, and Mr. Smart, the Controller of National Parks Services. I might say to the committee that the superintendents of the parks are here attending a meeting, and if any member of the committee wishes to inquire about Banff or Prince Albert or any other dominion park he can get his question answered. If it is agreeable to the committee, I will ask Mr. Gibson to speak to us now. He has prepared a statement for distribution among members of the committee.

Mr. Roy A. GIBSON, Director, Lands and Development Services, Department of Mines and Resources: Mr. Chairman, honourable senators, we have prepared a statement for the committee. This is the third time, I believe, that we have made a report to this committee, and each time it has been our practice to leave with you a prepared statement telling how we are getting along with parks administration, how many people are visiting the parks, and what we hope to do. Last year we had more money to spend and the year was a very encouraging one. Attendance at the parks increased by about 25 per cent. We have had a few changes in park boundaries, and one new park has been created, in New Brunswick, with an area of about eighty square miles of outstanding territory. It has been surveyed and inspected, and preliminary plans have been laid out for its development. We have been assured, as far as anyone can be assured in advance by Treasury Board, that the funds will be forthcoming for the development of that very attractive area, and that these funds will be substantial, so that the development may be rapid.

This year, for the first time in many years, we are led to believe that we will have substantial amounts to overcome the arrears of maintenance which accrued during the years of the depression and, following that, the war. During all that time we were getting along on a bare maintenance basis, and I wish to pay tribute to the ingenuity and ability of our parks superintendents who kept our parks in reasonably good shape during those trying years. This year we are going to have funds to overcome those arrears of maintenance and to do some development work. Particularly we hope to have money for the improvement of the highways in the parks. We are encouraged to hope that we will get this money, because that work will not involve the expenditure of American dollars. We are assured that there are in this country contractors who have the equipment for doing this work, and that the only question is the availability of sufficient labour. We expect to be in touch with contractors as soon as the estimates are released, and we are now proceeding with our organization. That is why the parks superintendents are here this year. They are discussing plans for getting the work done speedily and economically.

Hon. Mr. McDONALD (*Kings*): Are you going to be able to build any landing strips this year?

Mr. GIBSON: We have not got that far yet, sir. We have just got as far as the parks roads. We hope that the provinces will be dealing with the approach roads, so that we may be working together on improving the parks. As honourable senators know, ideas about landing fields are changing as the size of passenger-carrying airplanes increases. What would have been considered a reasonable landing field a few years ago is now said by the experts to be inadequate, and when we ask for an estimate of what it would cost to build a modern landing field the reports we get are rather staggering. However, we hope to arrive at some sort of compromise so that there will be those facilities which you

recommend and which are so necessary. Many people have short vacations and travel by airplane to save time. We feel that if we invite people to come to our parks by plane we must provide them with a safe place to land. We do not want any accidents, if it can be avoided. We are working along with the Department of Transport on this problem and are making progress. I cannot promise landing fields this year—in fact, I cannot promise anything—but we are hoping to get money for our roads.

Hon. Mr. ROBINSON: What progress has been made on roads leading to the parks? They are constructed by the provinces?

Mr. GIBSON: Yes.

Hon. Mr. ROBINSON: Has there been any definite agreement that they will be built?

Mr. GIBSON: No funds have been provided for assistance on tourist roads.

Hon. Mr. ROBINSON: Good approaches to the parks, even if they go only five, ten or fifteen miles outside the park boundary, are important. Who is going to construct them? Nothing was done on such roads during the war?

Mr. GIBSON: That is true, sir.

Hon. Mr. ROBINSON: A proper approach to any national park is very important.

Mr. GIBSON: Yes, sir.

Hon. Mr. ROBINSON: And the road right within the park should be good too.

Mr. GIBSON: That is right; we agree absolutely with that, sir; but so far the financial relationships with the provinces have not made any provision for assistance in constructing roads to the parks.

Hon. Mr. ROBINSON: The provinces had plenty of trouble in keeping up ordinary roads during the war and they regard problems relating to national parks as being the responsibility of the federal government. But it is necessary to have good roads running to the parks and for at least a certain distance in the parks.

Mr. GIBSON: That is right, sir. Many of these roads in the parks, as you know, are parts of trunk highways, and it is just as important to improve these roads inside parks as roads outside.

Hon. Mr. ROBINSON: It is a great advantage to have a good road leading right up to a park.

Hon. Mr. McDONALD (*Kings*): But good work has been done where there are trunk roads?

Mr. GIBSON: That is so, sir. Some assistance has been given, and I presume that more will be asked for; but a policy of assisting roads leading to parks has not been dealt with so far. It is a question of the relationship between the provinces and the dominion.

The CHAIRMAN: What about the assistance that was given—I do not know whether it is still being given—to roads entering Canada from the United States? Assistance was given at one time, was it not, to what are called tourist roads?

Mr. GIBSON: That is right.

The CHAIRMAN: Is that still being done?

Mr. GIBSON: Not now, sir, not since financial adjustments were made with the provinces.

The CHAIRMAN: I am speaking, not of roads leading to parks, but of roads coming into Canada from the United States. No assistance is being given now to those roads?

Mr. GIBSON: Not now.

Hon. Mr. DAVIES: In addition to the parks that you have listed, there are provincial parks.

Mr. GIBSON: Yes.

Hon. Mr. DAVIES: I am thinking now of Rondeau Park down on Lake Erie. That has nothing to do with your department?

Mr. GIBSON: No.

Hon. Mr. DAVIES: I am wondering why you have such a small parks area in the province of Quebec.

Mr. GIBSON: At one time we were offered a choice of two areas and we promptly proceeded to inspect them, but before the inspection was made there had been a change in the affairs of that province, which caused the offer to be withdrawn.

Hon. Mr. DAVIES: Mr. Gibson, how many provincial parks are there in Ontario?

Mr. GIBSON: We have not got a list of the provincial parks. Of course we work very closely with the people who administer them and promote tourist travel, but we have nothing to do with the management of them.

Hon. Mr. DAVIES: My next question is perhaps irrelevant, but this is the place to ask questions and get information. How is it that Point Pelee is a national park and Rondeau Park is a provincial park?

Mr. GIBSON: Point Pelee was owned by the Dominion. As you know, it is the most southerly tip of Canada, and we have made a park out of it. There is fauna flora there which is entirely different from any other place in Canada. Not many people realize that it is on the same latitude as northern California; it is altogether unique, and we keep it as an example of what it is possible to raise in Canada.

We supply here an up-to-date list of our parks and say something of our problems. Towards the end of my submission I say that we are already in agreement with the officers of the Canadian Travel Bureau, who say that we must improve the highways if we are to bring people in here and keep them happy; we must improve the accommodation and we must get our own people to have a better understanding of what we have to sell and supply. We must do a certain amount of educational work to guarantee to the tourist a more friendly and understanding reception than he sometimes gets in certain quarters.

Hon. Mr. DAVIES: You mean that you have to consider asking the police of various cities to be a little more considerate in dealing with tourists. We are drawing attention to that factor all the time in our newspaper and trying to get the police to realize that if a man parks his car while he goes into a restaurant for lunch, and exceeds the hour parking limit, he should not receive a ticket. However, it is a difficult problem, but I think we are making progress.

Mr. GIBSON: I think, Senator, tact is one of the big things that we need more of. This is a business which will be most advantageous to us, not only for the tourist dollars, but for the better understanding which we will have with our neighbours. We notice as this traffic grows that there is a better realization of the fact that we on this continent share a great many benefits that probably other people in other parts of the world are not fortunate enough to have.

I was very much interested in the presentation made by Mr. McLean, head of the Film Board. We work very closely with him. He, along with other government officers, has great visions of what could be accomplished in his field, if he had the money to do it. As the situation stands, if we want a park picture made, we have got to pay for it out of the parks vote; it is not part of the overall scheme of the Film Board's program. They do work for us, and give us expert advice; their men are well trained and they produce

splendid pictures; however, sometimes they have not got the staff to do the work and we have to go outside, with their approval, and engage private enterprise. We are fortunate enough to have in Canada a great many men who are clever at taking pictures. These pictures are then put in the National Film Board mould, and brought up to the standard that has been so acceptable to our people. There is a big distribution of these films all over this country and the United States.

During the war our libraries of films got down a little, because we did not have the money to buy enough prints, and some of the prints got worn out; but during the last year our department, the Department of Trade and Commerce and the Film Board have been getting closer together with the idea of seeing that funds from our combined votes are devoted to bringing the picture business up to the standard that we would like to have for both Canada and the United States. I wish to say those few words so much to promote more money for Mr. McLean, but to say that his organization is doing very effective and satisfactory work for us.

During the past year there has been considerable development in the park services. We found it necessary to organize wild life service. In recognition of the growing importance of this resource our minister has been inviting to Ottawa every second year representatives of the provincial government services who are concerned with game and fur administration. A great many valuable ideas have been developed from these conferences, and as they proceeded there has always been an appreciation of the fact that more scientific advice was needed. Unfortunately, our younger scientists have been leaving and going to the United States because the rewards offered there were much better than here, but with the prospect of the growing wild life service, many are needed to take care of the needs of these great resources; we are thankful to say that some of the brighter young men have stayed here and joined our service. I have in mind such enterprises as the Caribou survey in the north country, to tell us whether we are going to have vast herds of caribou in the future or not. There are many such enterprises, but I mention only that one. If any information is required on that point, we shall be glad to supply it.

At the last meeting of the Tourist Committee here under the Chairmanship of the Minister of Trade and Commerce, a great deal of concern was expressed by the various representatives that our wild life was being depleted by unsatisfactory methods of conservation, and that we are advertising that we had unlimited game for slaughter here; it was felt that some of the advertisements in the United States were a bit lurid. This opened up discussion and suggestions for the finding out of what the actual conditions are, and what we can rely on to tell through advertising about our wild life conditions. We will know how much fish and game we have to offer, and we can then make our appeal on that basis. We think that scheme would guarantee the supply of these resources for all time to come.

I do not wish to weary the committee with long explanations. However, we have here today the parks superintendents, and if you would wish me to introduce them I should be glad to do so.

Hon. Mr. McDONALD (*Kings*): It would be nice if you would mention their names and have them stand up.

The CHAIRMAN: Call the roll.

Mr. GIBSON: We have with us Mr. J. A. Wood, Superintendent of Jasper National Park, Alberta; Mr. O. E. Heaslip, Superintendent of Riding Mountain National Park, Manitoba; Dr. B. I. Love, Superintendent of Elk Island National Park, Alberta; Mr. B. I. M. Strong, Superintendent of Prince Albert National Park, Saskatchewan; Mr. G. H. L. Dempster, Superintendent of the four national parks in British Columbia; Mr. J. A. Hutchison, Superintendent of Banff National Park; Mr. Brown, Superintendent of the Georgian Bay Island Park, Ontario.

There are other park superintendents, but those are the gentlemen present today.

The CHAIRMAN: Mr. Gibson, do the park superintendents keep any record of the complaints made to them by tourists of the treatment they have received in Canada? I do not particularly refer to conditions inside the parks, but outside as well.

Mr. GIBSON: They do not keep a record themselves, but we try to adjust the difficulties immediately. We work on the system that the customer is usually right, and our superintendents show great diplomacy in getting difficulties adjusted.

The CHAIRMAN: What do you do in cases where complaints are made about the food in a restaurant in a park?

Mr. GIBSON: All the restaurants are inspected by the park's superintendent, and if there is—

The CHAIRMAN: Do they decide on the food, whether it is good or not?

Mr. GIBSON: They decide whether it is clean and wholesome and suitable for tourists. All the restaurants are under licence.

Hon. Mr. DAVIES: I assume, Mr. Gibson, that the government does not operate the concessions in the parks?

Mr. GIBSON: No.

Hon. Mr. DAVIES: You rent the concessions to other people? They are under the supervision of the superintendent?

Mr. GIBSON: Yes, under licence; and the parks superintendent has charge of everything in his park.

Hon. Mr. McDONALD (*Kings*): Have you any moneys available this year for additional parks, any increased appropriation for additional parks?

Mr. GIBSON: Well, we hope to get largely increased funds for the development of the parks that are now established.

Hon. Mr. McDONALD (*Kings*): No new parks?

Mr. GIBSON: But, as you know, a new park has to be offered by the provinces.

Hon. Mr. McDONALD (*Kings*): Yes.

Mr. GIBSON: They offer an area typical of the best they have, and they have to offer it free of charge, free of any encumbrance. It used to take a province a year or so to get around to seeing whether that is the best area they have, and then figuring out just whether they are going to be able to pay to get the rights back again, to recapture the alienated land.

Hon. Mr. BISHOP: Ontario and Quebec operate their own parks, do they?

Mr. GIBSON: Yes.

Hon. Mr. BISHOP: That is Algonquin and Laurentide Parks?

Mr. GIBSON: Yes.

The CHAIRMAN: Mr. Gibson, tell us something about this change of policy in respect to the Alaska Highway. Have you not removed certain of the restrictions that were imposed?

Mr. GIBSON: Yes. For some time we had to supervise travel over the Alaska Highway to make sure that people would not get on the highway with inadequate vehicles or inadequately equipped financially to travel that considerable distance. There were not many concessionaires established along the highway, that is service stations or places to feed people, but during the last year there has been an increase in the number of people catering to the traveller, and moreover we have been able to build a number of camp grounds where those

who travel with their tents or trailers can pull in and find a kitchen, and toilets, places to wash, places to cook, and shelter; and we have been assured by the Army, which is maintaining the highway, that things are now in shape so that the travel restrictions can be removed. Our minister made an announcement on the subject, and a revised circular has been issued, and Mr. LeCapelain, of our Yukon service, has copies of the new circular which can be distributed. We believe, of course, that difficulty will not arise on the Alaska Highway, it will probably arise on the provincial roads leading to the highway, some of which are not quite up to standard yet. But now that they know the restrictions have been removed—they have been pressing to have them removed—probably they will improve conditions.

The CHAIRMAN: Well, you anticipate considerable tourist movements on that highway as a result of the change in policy?

Mr. GIBSON: A great number of people have been told in the last two years that the road was not open to tourist travel. A great many of those people who wrote were people who had worked on the highway, or whose relatives had worked on the highway, and they wanted to go back up to see what they had done. How many of these people will still want to travel we do not know, but we do know that there is an intense interest in this highway on the part of Americans. They do want to travel, and many of them want to go right through to Alaska.

The CHAIRMAN: I would think myself there would be a considerable tourist movement if once it is known in the United States that the restrictions are removed and there is accommodation along the road for tourists.

Mr. GIBSON: Well, a great many of them will travel up to the Alaska Highway by way of the parks, and we hope they start on their journey, whether they get as far as the Alaska Highway we hope they start visiting our parks on the way; and, while many of them may not get as far as the Alaska Highway, they will at least get a good impression of Canada by what they see in the National Parks. I have with me Mr. James Smart, Controller of the National Parks Bureau, who is Chief of our Planning Division and is working very hard these days in making different plans. If there are any questions you would like to ask about our National Parks we would be very glad to answer them between us.

(The statement presented by Mr. Gibson included the following information and suggestions):

Many interesting and encouraging developments have featured the administration of National Parks in Canada during the past year. A new link has been added to this great chain of national playgrounds by the acquisition of a new park area in New Brunswick; larger appropriations for maintenance and development were obtained; attendance at the parks reached an all-time high figure in 1947; and tourist accommodation was strained to meet the demands of visitors.

#### New Brunswick Park

The Province of New Brunswick has offered and the Government of Canada has accepted title to an area of 79.5 square miles in Albert County which is of outstanding interest from a scenic and recreational standpoint. The new park area is situated between Goose and Upper Salmon (Alma) Rivers and extends northward from the Bay of Fundy for a distance of about nine miles.

Inspections of the site were made by officers of the National Parks Service in the autumn of 1947, and a survey of part of the southeast corner of the park was carried out to permit the formulation of a plan of development which is now under way. In this sector, it is proposed to locate the administrative headquarters, a public camp ground, accommodation for visitors, and facilities for recreation. The latter will include a sports field, tennis courts, bowling

green, golf course, and other games suitable for out of doors. A location has also been suggested for an outdoor swimming pool, as the Bay of Fundy, on account of high tides and cold water, is not suitable for bathing. On this area it is also planned to carry out considerable landscaping to enhance its natural attraction. The program of development also envisions the development of a system of walks, and hiking and riding trails.

The section of provincial highway No. 14 which crosses the southern portion of the new park area will be relocated in places and prepared for hard-surfacing at a later date. Other secondary roads which serve places in the new park area will be revised and reconstructed as time and funds permit.

The appointment of suitable administrative personnel for the new park, including a resident superintendent and a park warden service, is now receiving attention. These officers, when appointed, will be responsible for the protection of the forests and game, as well as the administration of various park regulations. In subsequent years, it is hoped to initiate a program of forest surveys, so that a long term program for the improvement of forest stands may be undertaken.

#### *Increased Appropriations*

During the past year, increased funds were voted by Parliament which enabled the National Parks Service to overcome arrears of maintenance, and place many features such as highways and trails in pre-war condition. Additional appropriations were also forthcoming to obtain replacements for worn out or obsolete equipment. During the coming year it is expected that largely increased funds will be provided for the reconstruction of certain sections of highway preparatory to hard-surfacing same, and the replacement of bridges which have outlived their usefulness and are no longer capable of sustaining the increased traffic they are called upon to bear. It is hoped also that it may be possible to expand the campgrounds and other facilities needed to supplement accommodation and to make it more convenient for those of lower income and to provide for increased enjoyment by all.

#### *National Parks Attendance*

Travel to the national parks for the nine-month period ended December 31, 1947, reached an all-time high, exceeding by 25 per cent the total for the same period in 1946. With wartime restrictions on travel lifted, there was an increase in the number of visitors from the United States. Appended to this brief will be found statements indicating the attendance at the national parks for the past season, together with comparative statements for the fiscal years ended March 31, 1946 and 1947.

Tourist accommodation for tourists in the national parks was filled throughout the summer season and from reports received, visitors were generally well satisfied with the high standard of accommodation and the reasonable rates. Many visitors availed themselves of the facilities offered by the park campgrounds, where for a nominal fee, camping lots and the use of kitchen shelters, running water, firewood, and electricity are provided. During the coming year it is planned to increase the facilities available to those using the camp-grounds, particularly those travelling with cabin trailers. In many of the parks, concessionnaires are increasing their accommodation for visitors. In addition, the national parks service is taking steps to augment existing accommodation for low-income groups, including members of youth hostel and similar organizations.

#### *Administrative Difficulties*

The foregoing items represent some of the brighter features. The parks administration however, like all the other public services had its problems. Among these were:—

(a) Heavy rains in the late summer in the mountain parks, although protecting the forests from fire, caused considerable discomfort in the camp-grounds and also made the maintenance of gravelled roads difficult.

(b) Satisfactory labour was difficult to recruit and retain at rates which the parks service was able to pay. This feature, however, should be more satisfactory in 1948 as a result of increases in prevailing rates which have been approved by the Department of Labour. There are also indications that there will be additional personnel available for hire.

(c) Although a shortage of equipment and supplies was very evident throughout 1947, the situation is being overcome and gradual improvement is expected in 1948. It is hoped that the equipment needed by the extensive development program planned for this year may be available from the contractors who will undertake these projects, and that it will not be necessary to spend American dollars for any part of the arrangements. It is realized that labour, equipment, and supplies needed for the housing program will be used toward that end and that what is needed for Parks Development and maintenance will be available only after the first need is met.

#### *National Historic Parks*

The area of Fort Beausejour National Historic Park in New Brunswick, one of the most interesting in Canada, has recently been increased as a result of the generosity of a public-spirited citizen of the vicinity, Dr. J. C. Webster of Shediae. Dr. Webster, who is Chairman of the Historic Sites and Monuments Board of Canada, has taken a leading part in the development of this park. Another addition to the park is being donated by Dr. Webster who is acquiring title to an area of some three acres surrounding the site of an early French drydock constructed on a small river draining into the Bay of Fundy. This drydock is believed to have been the first in North America and was completed not later than the year 1700. The site lies within four miles of Fort Beausejour Park.

It is also hoped to obtain an appropriation from Parliament during the present session for an addition to the park museum which houses a wealth of historical matter relating to the Chignecto district.

#### *National Historic Sites*

In a brief statement of this nature, it would not be possible to list the additional historic sites that have been preserved and suitably marked on the recommendation of the Historic Sites and Monuments Board of Canada. These sites, of which there are now approximately 350, commemorate outstanding historical events of our country, and the achievements of distinguished Canadians.

#### *Superintendents in Attendance*

It is a pleasure to have with us today the Superintendents of some of our larger national parks, who are in Ottawa attending a conference of officials concerned with park administration. As custodians of the great national heritage which the parks represent, these officers are keenly aware of the part which the national parks play in the Tourist industry. They are as follows:

Mr. G. H. L. Dempster, Superintendent of the four national parks in British Columbia, viz, Kootenay, Yoho, Glacier and Mount Revelstoke. Mr. Dempster resides at Field, British Columbia.

Mr. J. A. Wood, Superintendent of Jasper National Park, Alberta, resident at Jasper.

Mr. J. A. Hutchison, Superintendent of Banff National Park, Alberta, who resides at Banff.

Mr. H. A. deVeber, Superintendent of Waterton Lakes National Park, Alberta, who resides at Waterton Park.

Dr. B. I. Love, Superintendent of Elk Island National Park, Alberta, whose post office address is Lamont, Alberta.

Mr. B. I. M. Strong, Superintendent of Prince Albert National Park, Saskatchewan, whose summer residence is at Waskesiu, and who resides during the winter in the City of Prince Albert.

Mr. O. E. Heaslip, Superintendent of Riding Mountain National Park, Manitoba, who resides at Wasagaming, the park townsite.

#### *Future Needs of the Parks*

If the national parks are to fulfil the functions for which they were established and are to assist in overcoming our inadequate balance of trade by attracting tourist dollars from the United States it will be necessary for both the dominion and provincial governments to spend more money on the improvement of highways and particularly those which lead to the Parks. Tourists from the south who arrive at the international boundary on modern hardsurfaced roads can hardly be expected to travel indefinitely on roads in our country which are rough and dusty, even if the attractions at the destination, and at times along the way, are outstanding from a scenic and recreational standpoint. The roads within the parks are maintained by the National Parks Service but the approach roads are primarily a provincial responsibility.

Accommodation for visitors must be increased, maintained at a high standard, and provided at reasonable cost. A campaign for better standards of accommodation has been conducted for some time and this is to continue. It is realized that development costs are high and the season for tourists is short but modern social thought has endorsed the principle of holidays for those who work. The National Parks Service has long realized that it should be easier for those of limited means to find accommodation in the parks at reasonable cost. Some progress has been made in this direction. As previously stated, campgrounds in the parks are being improved and extended to accommodate the increasing number of visitors making use of them.

Continued scientific investigations in the national parks are required as an aid to administration and to provide interesting information about the various flowers and shrubs, wild animals, fish, rock formations, and history of the region for the use of the visitors. Descriptive literature, information about recreational facilities, visitors' guides, motion pictures, slides, and other publicity media should be readily available and constantly up-to-date. Full use should be made of the press, radio, and motion pictures to create interest in the national parks and to make our people increasingly proud of these national properties. Above all, a sense of responsibility on the part of those who visit our national parks should be developed for the safeguarding and preservation of these areas so that they may benefit not only the present but future generations.

Planned recreation and guided nature trips for visitors to the parks should be extended. For a number of years, planned entertainment and organized sports have been provided for summer tourists at Prince Albert and Riding Mountain parks. During the coming year it is proposed to extend these features to some of the other large parks. The program as envisioned, will include nature guide service, making use of qualified personnel drawn from university and high school teaching staffs.

The value of wildlife management must be realized, and the supply of game fish in park waters conserved and replenished when necessary. A major development during the past year was the establishment of a Dominion Wildlife Service, a step which had been under consideration for a long time. This service has been organized as an authoritative consulting body for all agencies charged with the administration of wildlife and game fish, and is available for consultation by provincial and other authorities. It will act in a technical advisory capacity to the National Parks Service, and will also administer the Migratory Birds Convention Act and the Northwest Game Act and the Fur Export Ordinance.

of the Northwest Territories. In order to obtain the detailed information reliable data necessary for administration purposes, important wildlife investigations will be carried on by specially qualified scientists. The nucleus of the staff has been drawn from the former Wildlife Divisions of the National Parks Bureau and the Bureau of Northwest Territories and Yukon Affairs.

The development of national parks is contingent on the appropriations that are provided by parliament. Most new development entails subsequent maintenance, and often improvement. This makes necessary careful planning, and the approval of a long term development plan would greatly facilitate accomplishment. In other words, if a guarantee of funds for national parks development over a period of five years could be had, it would be possible to accomplish more with the same amount of money than is now possible under the current system of budgeting. One has only to cite a few of the features requiring attention—improvement of park highways; construction of new buildings; extension of water and sewer systems; improvement of water supply reservoirs; construction and extension of campgrounds, picnic and parking areas; and implementing existing recreational features. Adequate forest and game protection requires the improvement and extension of secondary roads and trails, construction of additional lookouts, the organization of an adequate warden service, and provision of necessary equipment.

Programs of construction are extremely difficult of accomplishment. All work must be planned well in advance, engineering surveys and estimates made ready, and sources of labour and material explored. Adequate staff, both permanent and temporary, is difficult to recruit, partly on account of the departmental salary and wage scales which do not meet those offered by private enterprise.

**STATEMENT OF ATTENDANCE AT THE NATIONAL PARKS  
FOR THE PERIOD APRIL 1—DECEMBER 31, 1947**

National Parks:	1947	1946	Increase or decrease
Banff .....	301,446	229,298	+ 72,148
Cape Breton Highlands .....	27,507	23,437	+ 4,070
Elk Island .....	45,365	39,779	+ 5,586
Georgian Bay Islands .....	4,778	6,591	- 1,813
Glacier .....	689	372	+ 317
Jasper .....	70,620	27,752	+ 42,868
Kootenay .....	77,055	63,555	+ 13,500
Mount Revelstoke .....	10,928	8,242	+ 2,686
Point Pelee .....	105,476	83,230	+ 22,246
Prince Albert .....	34,371	31,474	+ 2,897
Prince Edward Island .....	67,508	50,066	+ 17,442
Riding Mountain .....	184,778	161,237	+ 23,541
St. Lawrence Islands .....	14,299	15,814	- 1,515
Waterton Lakes .....	147,177	126,337	+ 20,840
Yoho .....	30,797	22,415	+ 8,382
Sub-total .....	1,122,794	889,599	+ 233,195
<hr/>			
National Historic Parks:			
Fort Anne .....	11,921	8,680	+ 3,241
Fort Beausejour .....	16,397	12,023	+ 4,374
Fort Chamblly .....	26,287	22,326	+ 3,961
Fort Lennox .....	1,303	1,223	+ 80
Fortress of Louisbourg .....	4,800	4,195	+ 605
Fort Malden .....	12,809	15,634	- 2,825
Fort Wellington .....	5,772	5,691	+ 81
Port Royal Habitation .....	7,994	6,025	+ 1,969
Sub-total .....	87,283	75,797	+ 11,486
Grand Total .....	1,210,077	965,396	+ 244,681

**STATEMENT OF ATTENDANCE AT THE NATIONAL PARKS FOR THE  
FISCAL YEAR ENDED MARCH 31**

National Parks:	1946-47	1945-46	Increase
Banff .....	246,397	148,113	98,284
Cape Breton Highlands .....	23,896	18,863	5,033
Elk Island .....	39,976	24,939	15,037
Georgian Bay Islands .....	6,591	3,842	2,749
Glacier .....	461	330	131
Jasper .....	29,191	16,127	13,064
Kootenay .....	64,530	28,326	36,204
Mount Revelstoke .....	8,542	6,474	2,068
Point Pelee .....	87,150	59,948	27,202
Prince Albert .....	31,474	18,858	12,616
Prince Edward Island .....	50,281	48,068	2,213
Riding Mountain .....	161,237	108,060	53,177
St. Lawrence Islands .....	15,824	10,809	5,015
Waterton Lakes .....	126,337	46,744	79,593
Yoho .....	23,015	10,868	12,147
 National Historic Parks:			
Fort Anne .....	8,754	5,544	3,210
Fort Beausejour .....	12,023	5,343	6,680
Fort Chamblly .....	22,546	16,203	6,343
Fort Lennox .....	1,223	655	568
Fortress of Louisbourg .....	4,238	3,126	1,112
Fort Malden .....	17,335	15,279	2,056
Fort Wellington .....	5,699	2,594	3,105
 Port Royal Habitation .....	6,025	3,296	2,729
 Totals .....	<hr/> <b>992,745</b>	<hr/> <b>602,409</b>	<hr/> <b>390,336</b>

The CHAIRMAN: Are there any questions you would like to ask Mr. Smart?

Hon. Mr. McDONALD (*Kings*): I do not like to be too insistent, but I am very interested, as I think Mr. Gibson knows, in the development of a park in the Evangeline Land. It is one of our grandest historic places in Canada, and I know that the provincial government is interested. I am just wondering if you have had any recent correspondence with the provincial government regarding that site.

Mr. SMART: We have not had any recent direct communication from the provincial government. However, I have myself made some unofficial investigations. You are referring to the Rondeau and Point Pelee area? And that is as far as it has gone.

Hon. Mr. McDONALD (*Kings*): What do you do, Mr. Smart, when you know that there is a place that reasonably should be set aside as a park? How do you encourage it? Do you try to encourage the provincial government to—

Mr. SMART: We really want the provincial government to encourage us, I think.

Hon. Mr. McDONALD (*Kings*): I am afraid we have come to a dead end.

Mr. SMART: Because they have the obligation of acquiring the area free of encumbrance to hand over to us.

Hon. Mr. McDONALD (*Kings*): And yet you people want to have national parks.

Mr. SMART: We are anxious for national parks, but we do not go out of our way to dictate to the provinces as to where they should have parks. We have recently made requests for certain areas in British Columbia to round out some of our mountain parks. They are areas that the province could very easily turn over to us, that would not hurt them very much financially.

Mr. GIBSON: That is, if they knew whether there was any mineral there.

Hon. Mr. BISHOP: Who owns that Evangeline park now? The railway?

Hon. Mr. McDONALD (*Kings*): No, it is owned by private persons.

Hon. Mr. BISHOP: How big would it be?

Hon. Mr. McDONALD (*Kings*): What we were thinking of was a park area overlooking Minas Basin and the Bay of Fundy. It would give a view of the Evangeline Land and, I think, five counties in Nova Scotia. It would be a great asset. It would be a great attraction for tourists.

Mr. GIBSON: Would it help at all if our minister wrote a letter exploring the situation?

Hon. Mr. McDONALD (*Kings*): I was wondering if it would not.

Mr. GIBSON: We will undertake to bring it to our minister's notice.

Hon. Mr. McDONALD (*Kings*): I may say I had a talk with the Premier of Nova Scotia not long ago about it, and I know that both he and the Minister of Industry and Publicity, Mr. Connolly, are very interested in it.

Mr. GIBSON: We shall be glad to do that.

The CHAIRMAN: Any other questions you would like to ask? These other park officials are here. Either you or Mr. Smart might tell us about any increase of accommodation for tourists in the parks. Have there been any considerable number of new camps established in the parks?

Mr. SMART: There is quite a little development going on in increasing some of the existing camps; that is, where they can get the material. Some of them seem to be able to get it. There is a number of new concessions going in.

The CHAIRMAN: Would you say there is still a shortage of accommodation for tourists in some of our parks, particularly at weekends?

Mr. SMART: Oh, yes, there certainly is. We are trying to offset that by encouraging people to use the camp grounds. It is left entirely so far to private enterprise to come along and provide the accommodation. We want to see them enter into the business.

The CHAIRMAN: I know, but you frequently advertise for certain concessions for tourist cabins.

Mr. SMART: We are forever encouraging people to come in and take up concessions. We have many areas—at least not many, but quite a number—in each park that we have set up as possible sites for our bungalow camps, and they have been offered, some of them advertised; but, due to restrictions and the high cost of construction, it is rather holding down a lot of people in wanting to come forward and go ahead with the business.

Mr. GIBSON: Another encouraging feature is the number of men who were in the service and who acquired skills that would assist them in catering, who have gone into this field of endeavour and have done very well.

The CHAIRMAN: Any other questions from the committee? Would you like to ask any questions of the Parks Superintendents? If you are interested in Banff or Jasper or Prince Albert or Riding Mountain or any other parks, the superintendents are here to answer any questions.

Hon. Mr. DAVIES: Is there free accommodation for senators in these parks when they go to them?

Mr. GIBSON: All I can assure you is that if you make yourself known to the park superintendent when you visit the park, he will see you get around and see the beauties of the place, and will be mighty glad to do so.

If there are no more questions to be asked, I would like to say that we appreciate the opportunity of coming before this committee. We appreciate the interest in National Parks which stems from the activities of the committee, and we also value very much the publicity which is given to park activities in the press, including some of the influential papers which are represented on your committee. The power of the press in the field of promoting travel to national

parks has never been measured. It cannot be. It is the written word, and it passes from one to another and is there for all time. The standard of articles written about national parks is uniformly high, and we appreciate what is done.

The CHAIRMAN: I should like to ask a question. I see some of these mountain park men here. Is there any development of skiing in winter in our mountain parks? I was talking to Mr. Hutchison this morning. He said there was considerable increase in the patronage of Banff this year. I was wondering if there were any other parks where there were winter sports. Mr. Hutchison might tell us something about the winter activities at Banff.

Mr. HUTCHISON: At Banff the slopes at Norquay have been extended by approximately five acres, which roughly doubles the skiing area on a slope that is within about four miles of Banff. The promise there is that a chair will go up during this year, an investment of approximately \$100,000. Further west, in the Lake Louise region, referred to as Temple Lodge, Skoki Lodge and Sunshine, there is moderate development. What may be done in the future is more or less in the lap of the gods, because the principal interested is from the Old Land, and it is partly a matter of obtaining his funds from there for investment in Canada.

Generally speaking, skiing activity is on a great increase. I do not think I can add much more to that information. The ski trains are running, not as in eastern Canada, but considering our distances and smaller centres of population, we are getting ski trains into Banff every week end, sometimes joining with another special train from Edmonton. They come considerable distances; eighty-five miles from Calgary and 240 odd miles from Edmonton.

Hon. Mr. DAVIES: And do they come from the United States?

Mr. HUTCHISON: Oh, yes.

The CHAIRMAN: What about Jasper Park, Mr. Wood.

Mr. Wood: Mr. Chairman, the development in Jasper has been very slow. It is not that we have not got some marvellous areas there. We are very interested in an area through which we run a fire trail, the Marmot Basin. Skiers consider it as good as any area on the North American continent, but until private enterprise comes in and wants to spend some money on such areas as this, there is going to be nothing done. Other excellent areas that we have are the Maligne Lake and Tonquin Valley. People may ski in the Marmot Basin from the 1st of December until the 15th of May, which is a long skiing season. If these areas can be developed as we hope, we are going to draw skiers from all over the continent.

Hon. Mr. DAVIES: Are those bears that wander around Jasper National Park friendly?

Mr. Wood: Yes.

Hon. Mr. DAVIES: Last year I was walking along out there and I saw a bear as big as this table jump over a fence and, believe me, I made myself scarce. I asked the conductor, "Are those bears tame?" and he said no.

The CHAIRMAN: Mr. Dempster, what about Revelstoke?

Mr. DEMPSTER: We have very good skiing conditions but our biggest problem is the distance from centres of population. We have quite a bit of skiing going on there but the accommodation is all in the town. The park is only a short distance out of town but the long trip from Vancouver proves a problem. There are no special trains except when ski meets are held. For the most part only the local people are found on the ski trails except when there are meets held. The western Canada ski meet was held there last year and was very successful. Expense is our biggest problem.

The CHAIRMAN: Are there any questions from members of the committee?

Hon. Mr. GERSHAW: In previous years it was pointed out that there was not much use advertising for people to come to our parks because we could not look after them. I should like to ask Mr. Gibson if that situation still exists. Are we wise in pressing the advertising end of it?

Mr. GIBSON: I think the type of advertising being used by the Canadian Travel Bureau takes cognizance of that very situation you have in mind. Whether people travel in the United States or Canada they are getting accustomed to writing ahead for accommodation or else taking their trailer or camping outfit with them. They know we have unlimited space on our camping grounds and have reasonable conveniences located there.

Hon. Mr. McDONALD (*Kings*): Mr. Chairman, are we going to hear Mr. Dolan?

The CHAIRMAN: Yes, we hope to hear him at the next meeting.

Hon. Mr. McDONALD (*Kings*): There are several transportation problems I should like to take up with him when he is here.

The CHAIRMAN: I expect Mr. Dolan and a representative of the Canadian Broadcasting Corporation to be here. The representative from the Canadian Broadcasting Corporation will give us information along the same line as did Mr. Ross McLean this morning; that is to say, what the C.B.C. can do to give publicity to Canadian tourist traffic. I hope that they will be the witnesses for our next meeting. I am not sure when it will be because we shall have to fix a date when Mr. Dolan will be in town. Have you any suggestions as to any other witnesses? In one or two of our enquiries two years ago we had representatives from the Canadian National and Canadian Pacific railways here. I do not know whether we require to have them again.

Hon. Mr. McDONALD (*Kings*): I was wondering if it would be possible to have a representative of the Eastern Steamship Company. Would that be out of the question?

The CHAIRMAN: They do not come up here on business any time themselves so that we could fix a date.

Hon. Mr. McDONALD (*Kings*): It might be that Mr. Dolan would have the information I desire.

The CHAIRMAN: We can wait until we hear from Mr. Dolan and if it is necessary to call another witness we can do so.

Hon. Mr. McDONALD (*Kings*): To my mind this matter is very important, especially if we are looking for American dollars. We shall have to have better accommodation than we had last year. A year ago people got tired of calling up the Eastern Steamship Company offices. They knew they could not get good accommodation and the result was that we lost a good many tourist passengers that we could have had. There is also another problem about which Mr. Dolan might be able to give us some information. I am speaking with respect to the border points on holidays when there is often a great congestion. Sometimes people have to wait in line for two or three hours and they get discouraged and disgusted and they do not try it again. I was wondering if there would be some way of speeding people through on holidays.

The CHAIRMAN: In relation to that matter it might be well to ask some representative of the Immigration Branch and possibly a Customs official to appear before us and explain the system they follow, and if there is a congestion of that nature he may suggest something to relieve it during the peak season.

Hon. Mr. McDONALD (*Kings*): Perhaps by putting on extra helpers.

The CHAIRMAN: I know that happens. Are there any other suggestions for the next meeting?

Hon. Mr. BISHOP: Probably Mr. Dolan would be able to get information from the Eastern Steamship Company to give us.

The CHAIRMAN: I have asked the clerk of the committee to list the information required from Mr. Dolan.

Hon. Mr. McDONALD (*King*): If it develops that the Eastern Steamship Company cannot put the *Evangeline* back on the Yarmouth-New York Line we should know about it in advance because I think another boat could be secured for that service. This is a very important matter especially when we are looking for American money. I am pretty sure that the provinces are also vitally interested in this matter. If we do not get the passengers into Yarmouth, Nova Scotia is likely to lose some of their tourist trade.

Hon. Mr. ROBINSON: I am interested in the Eastern Steamship service to Saint John, New Brunswick, because that is the only way to benefit Prince Edward Island. I should like to see better facilities for getting to Prince Edward Island, and in this regard one problem is the service to Saint John. They had very excellent service for many years. The steamship that was in service was called the *St. John*. She was really a very modern ship and the service was splendid. If she could be brought back again and re-established in service it would be a great benefit to the tourist traffic.

Hon. Mr. McDONALD (*Kings*): I suppose this situation is also true on the British Columbia coast, but I do not know.

The CHAIRMAN: We can bring up these matters and get Mr. Dolan to clarify them. Before we adjourn I should like to thank the superintendents of the Parks for being available to answer questions. They probably realize now that the Canadian tourist traffic is the only one of its kind in any legislative body in the world and its purpose is to develop the business in which the Superintendents of Parks are interested. I should like to say that we hope as a result of our sittings and the taking of evidence to make recommendations to stimulate the movement of people into Canada. We thank you very much for your assistance, gentlemen.

The Committee adjourned to the call of the Chair.

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THE SENATE,

OTTAWA, Thursday, March 18, 1948.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business and into the activities of the various provincial and other agencies connected with tourist traffic, resumed this day at 10.30 a.m.

Hon. Mr. BUCHANAN in the Chair.

The CHAIRMAN: Gentlemen, we have a quorum now. A number of other committees are meeting this morning, and I think we should get started right away. I would like to ask the committee for advice on the order of calling the witnesses today. If you will recall, at the last meeting there was some criticism directed towards the handling of traffic at ports of entry in the peak tourist months, and it was suggested that we should have officials from the Immigration Branch of the Customs appear before us so that questions might be asked. Two officials are here today: Mr. Baldwin, Assistant Commissioner of Immigration, and Mr. Bunker, of the Customs and Excise Inspection; and in addition we have Mr. Dolan here, who is to tell us the story of the department of the government which has to do with the promotion of tourist traffic. Would it be best to hear the two officials first, or Mr. Dolan first? I leave that with the committee. I do not think the officials would take up very much time, and we might want to hear a good deal from Mr. Dolan and to question him.

Hon. Mr. CRERAR: We should have the officials first, I would say.

The CHAIRMAN: Mr. Baldwin, will you come forward? Was it you, Senator McDonald, who brought up questions with regard to congestion?

Hon. Mr. McDONALD (*Kings*): There has been a report that during the rush seasons, that is the tourist seasons, there is a holdup in the traffic, possibly because of not having enough officials to do the examining promptly, and people get tired, and the natural tendency is, perhaps, not to make as many trips as they would if there were not delays at the border.

Mr. P. T. BALDWIN (Assistant Commissioner of Immigration, Department of Mines and Resources): With reference to the congestion, I presume you have in mind the holiday seasons, especially United States holidays, July 4 and Labour Day. If I may give you just a short resume of our organization: we have 253 ports of entry to Canada, and for administration purposes they are divided into districts, which we call the Atlantic, Eastern, Western and Pacific. The Atlantic district comprises everything east of the Quebec-Ontario border; the Eastern district, all of Ontario as far west as Schreiber; the Western district, the remainder of Ontario, Manitoba, Saskatchewan, Alberta and part of British Columbia to Kingsgate; and the Pacific district, British Columbia and the Yukon. Each of these districts has a district superintendent, and the district superintendent has a district inspector whose duties are to visit these ports and to see that the proper supervision is given.

The Immigration Branch for many years has been fully aware of the importance of the tourist traffic to Canada, and has impressed on our officers the necessity of being courteous and expediting the entry of these people, realizing that first impressions are lasting, and as the immigration officer is the first person they meet, we want them to know that they are welcome and that there is not too much red tape.

Our larger ports, of course, are the ones that get the brunt in the summer season; and in order to cope with this we have gradually increased our immigration staff. In 1939 we had 599 full-time officers and 236 part-time officers, a total of 835. I may say that the part-time officers are customs officers which the Customs Division of the Department of National Revenue allow to do part-time work for us; and as of February 29 of this year we have a total of full-time officers of 1,089, and of part-time officers, 261, a total of 1,350 officers. The number of immigrants, persons returning to Canada and tourists in the calendar year for 1939 was 28,200,000. In the calendar year of 1947 there were 37 million, and of that number 22,600,000 were tourists.

Hon. Mr. DAVIES: Those tourists were all from the United States?

Mr. BALDWIN: No, that is taking ocean ports as well.

Hon. Mr. CRÉRAR: How many tourists did you say?

Mr. BALDWIN: 22,600,000.

The CHAIRMAN: Would that number include the type of people who daily move across the boundary? Do you classify as tourists those people who work in Detroit and move back and forth?

Mr. BALDWIN: Yes. They are non-immigrants and are classed as tourists.

The CHAIRMAN: They are not legitimate tourists, are they?

Mr. BALDWIN: No, not if they remain for a period less than twenty-four hours?

The CHAIRMAN: Is there any breakdown of these people as to just who might be tourists?

Mr. BALDWIN: No, we have no breakdown of these figures but the customs people may be able to give you some information along that line because they keep track of automobiles which come into this country for more than twenty-four hours.

Hon. Mr. CRÉRAR: Mr. Baldwin, what proportion of that 22 million would be on a twenty-four hour visit?

Mr. BALDWIN: It would be a considerable part of it.

Hon. Mr. CRERAR: A very large amount I would think.

Mr. BALDWIN: Yes. Now, out of that 22 million tourists 15 million entered through Ontario ports, 5,100,000 at Windsor, 2,900,000 at Niagara Falls, and 4,800,000 at Fort Erie. Our officers have to examine all arrivals in Canada but in addition they have to examine Canadians returning to this country. Three million Canadians returned through Windsor, two million through Niagara Falls, and one million through Fort Erie. In Quebec the two larger ports of entry are Laclede and Rock Island, and 600,000 people came through Laclede while 370,000 came through Rock Island.

Hon. Mr. BISHOP: They would be real tourists?

Mr. BALDWIN: Yes.

Hon. Mr. BISHOP: They were not commuters?

Mr. BALDWIN: No.

Hon. Mr. MURDOCK: Is it fair to assume that millions of those people who entered at Windsor and Niagara Falls came for the purpose of buying a few pounds of butter or sugar or something else and then hiked back as soon as they got what they were after?

Mr. BALDWIN: I would not say millions, sir, but no doubt there was a considerable number.

Hon. Mr. MURDOCK: Well you quoted the figures for Detroit a minute ago. What was the figure?

Mr. BALDWIN: 5,100,000.

Hon. Mr. MURDOCK: Is it unfair to assume that more than two-thirds of those people just came over to get something that was cheaper in Canada and which they needed immediately?

Mr. BALDWIN: Yes, I think that would be unfair, sir. I do not think those people who came over for twenty-four hours came for the sole purpose of buying butter and other commodities. There were periods when there were shortages in Detroit when large numbers came over to buy meat and other commodities, but that is not the general practice.

Hon. Mr. DAVIES: What proportion of the people who come in at these border points, Fort Erie, Windsor, and Niagara Falls, work in Canada and just go back and forth?

Mr. BALDWIN: A very small percentage. There would not be as many as there were prior to the war.

Hon. Mr. DAVIES: How many came in, for instance, at the Thousand Islands bridge where there is nothing at all?

The CHAIRMAN: Where there is just scenery.

Mr. DAVIES: Yes, with the exception of the attraction of the growing city of Kingston.

Mr. BALDWIN: The total arrivals at the port of Lansdowne were about 412,000. Of those, 301,000 were tourists. The number of returning Canadians numbered 110,000.

Hon. Mr. CRERAR: I think it is important, Mr. Chairman, to clarify this a little bit further. For instance, a large number of people come in from Detroit for a day to go to the Jack Miner bird sanctuary at Kingsville.

Hon. Mr. MURDOCK: And to Point Pelee park.

Hon. Mr. CRERAR: Yes, and they look over the sanctuary and the park and then return to the United States. Do you classify those people as tourists?

Mr. BALDWIN: Yes, sir. In the western districts—Manitoba, Saskatchewan and Alberta—there were 1,200,000 tourists; and in the Pacific district, about the same number. The main ports of entry were Emerson, Manitoba, showing 173,000

tourists and Coutts, Alberta, showing 132,000 tourists; and in the Pacific district, Douglas, 434,000 tourists and Huntingdon, about 100,000 tourists. These are not the actual totals; I have given them in round figures.

The CHAIRMAN: I think that the main point which the committee wanted to have cleared up was the complaint of congestion and insufficient staff to handle the people crossing the border, particularly during the tourist season and on United States holidays.

Hon. Mr. PIRIE: Mr. Chairman, I should like to have one other point cleared up. Mr. Baldwin has given us the figures from the Pacific east to Quebec, and I should like to have the border figures from Calais to Edmundston in the province of New Brunswick. In other words, let us complete the round.

Mr. BALDWIN: At St. Stephen there were 1,750,000 arrivals, of which 969,000 are classified as tourists and 781,000 as persons returning. At Woodstock Road, 546,000 arrivals, there being 293,000 tourists and 248,000 persons returning. At Milltown, 326,000 arrivals, 178,000 being tourists and 148,000 persons returning. At Union Mills, 171,000 arrivals, 92,000 being tourists and 79,000 persons returning. At St. Leonard—

Hon. Mr. PIRIE: If you are moving along the boundary from south to north, you have skipped some ports, such as Andover-Fort Fairfield, Limestone, Hamelin, and so on. Perhaps they are not classified as ports of entry?

Mr. BALDWIN: At Andover, taking in Aroostook Junction, Four Falls and River de Chute, there were about 270,000 arrivals, there being 150,000 tourists and 124,000 persons returning. At Connors, 355,000 arrivals, 183,000 being tourists and 172,000 persons returning. At Edmundston, 1,147,000 total arrivals, of which 622,000 were tourists and 525,000 were persons returning. The rest of the ports there show smaller figures.

Hon. Mr. PIRIE: Have you got Limestone and Gillespie for instance?

Mr. BALDWIN: At Grand Falls, 42,000; 26,000 tourists and 15,000 persons returned.

Hon. Mr. PIRIE: And what about St. Leonard?

Mr. BALDWIN: St. Leonard, 748,000; 389,000 tourists and 359,000 persons returned.

Hon. Mr. MACKENZIE: What was the total number you mentioned?

Mr. BALDWIN: The total arrivals was 37 million.

Hon. Mr. MACKENZIE: Has the department been able to compute the duration of the average stay of tourists coming to Canada.

Mr. BALDWIN: No, we have not done that, sir.

Hon. Mr. MURDOCK: I have before me a statement made by Mr. Marshall, in which he undertakes to give just that information. That is a point that has greatly interested me in respect to the figures that have been placed before us. For example, short-term traffic auto: local traffic, 6,075,751; repeat, 1,896,290; tourists, one day, 1,154,515; tourists, two day, 424,355; commuters 2,813; local (permit), 9,465; rail (intransit), 1,169,220; bus (intransit), 50,220; airplane in transit, 8,140; other travellers 3,940,058. There are various other explanations here which indicate to me, though I may be wrong, that the figures that we have had before us of tourist traffic are totally misleading and, shall I say, exaggerated.

Mr. BALDWIN: The Bureau of Statistics gets its figures, I think, from the customs division, as to totals of arrivals; they also have questionnaire cards which are handed out to all Canadians and Americans. The Americans hand them to their own people, and I think the Bureau of Statistics gets the information from that source. We have those for Canadians too. So no doubt the figures are totalled from information received from different sources.

Hon. Mr. MURDOCK: Mr. Baldwin, am I wrong in my statement? My understanding is that you prepared this information for Mr. Marshall, gave it to him, and he gave it to me.

Mr. BALDWIN: No, we did not prepare that for Mr. Marshall.

Hon. Mr. MURDOCK: Well, somebody did.

Mr. BALDWIN: We only give him our share of the figures. I think that was gotten from the customs division.

Hon. Mr. DAVIES: Do you keep track of the number of people who come in and go back into the United States?

Mr. BALDWIN: No, we have no record of persons leaving Canada.

Hon. Mr. DAVIES: I would like to know the amount of traffic that crosses at Cornwall, at the makeshift bridge there.

Mr. BALDWIN: Yes, we show 267,000 persons crossing that bridge, 117,000 tourists and 147,000 as persons returning.

Hon. Mr. DAVIES: Altogether?

Mr. BALDWIN: Yes.

Hon. Mr. MURDOCK: Mr. Marshall says that this includes all border crossings by non-residents of Canada across the international boundary between Canada and the United States. Unless the figure is properly analysed it is misleading. It includes not only long-term traffic but short-term automobile traffic in transit by rail and bus, repeaters, commuters, pedestrians, local bus and taxi, bicycles, horse-drawn vehicles, etc.

Mr. BALDWIN: Yes. These figures of ours include every arrival, no matter what he is.

Hon. Mr. MURDOCK: In other words, they are the best you can do under the circumstances.

Hon. Mr. MACKENZIE: Would it not be possible to have a record for those who are here for one day to thirty days or longer?

Mr. BALDWIN: No, we do not do that.

Hon. Mr. MACKENZIE: But would it not be possible to have one?

Mr. BALDWIN: Those that are entering by automobile, I think possibly the Customs Division keep a record of cars that are in for twenty-four hours, forty-eight hours or longer periods.

Hon. Mr. MURDOCK: Where did Mr. Marshall get this figure of 1,154,515 tourists in one day?

The CHAIRMAN: We have a customs official here who may be helpful in throwing some light on that point when he appears before us. As I mentioned before, one of the points we want to clear up with the Immigration is, have you had reports of complaints about congestion at ports of entry and delays in people moving across the line?

Hon. Mr. McDONALD (*Kings*): Mainly at the larger centres, and on holidays.

Mr. BALDWIN: We have had very, very few. The only point possibly may be at Fort Erie, which would be on the actual American holidays. As of July 4, 1947, at the Peace Bridge, for that period of the three days we examined 132,000 persons who were coming forward in 33,247 cars; and on the Labour Day weekend of the 29th of August to September 1 there were 136,000 persons in 34,347 cars.

Hon. Mr. DAVIES: How many people handled that?

Mr. BALDWIN: We have at Fort Erie a staff of 51 officers.

Hon. Mr. DAVIES: Pretty good.

The CHAIRMAN: Is that a permanent staff of 51? What would be the normal staff, and what would be the staff in the peak part of the tourist season?

Mr. BALDWIN: Our year-round officers total 39, and our seasonal officers 12. That makes a total of 51. The 12 seasonal officers are for the summer season; and in the inspection at Fort Erie, with the transportation facilities which are furnished by the bridge company, they have a maximum of 16 lines which may be open. They use two of those for buses. We have brought to the attention of the bridge authorities that we would have a staff available, or have it available, if they had any more facilities to offer. There may be at this point some congestion on these peak holidays.

Hon. Mr. DAVIES: Mr. Baldwin, if, let us say, three or four bus-loads of people—a big party—drove up to the Peace Bridge, we will say, would you examine them on the bus, or do you make them get out and go to the Customs?

Mr. BALDWIN: No, we examine them on the bus.

Hon. Mr. DAVIES: You facilitate it as quickly as possible.

Mr. BALDWIN: As quickly as possible.

Hon. Mr. MURDOCK: They drive on the bus right through from Detroit to Buffalo, and they are regarded and put down as tourists.

Hon. Mr. DAVIES: No, but I was asking whether these people coming in would be delayed very much if they had to get off the bus and go and have a personal search.

Mr. BALDWIN: Not as far as Immigration is concerned. I cannot speak for Customs. At different points they have different procedures.

The CHAIRMAN: But on that point mentioned by Senator Murdock, people getting on the bus at Detroit go through south-western Ontario and go into the United States across the Niagara river.

Mr. BALDWIN: They are counted as tourists.

The CHAIRMAN: They do not get off in Canada at all.

Hon. Mr. MURDOCK: No, they go right through, and they are examined on the bus, and they are put down as tourists, according to this report.

The CHAIRMAN: Would that be the case with passengers on the Michigan Central from Detroit to Buffalo?

Mr. BALDWIN: Yes.

Hon. Mr. DAVIES: They are of no great value to Canada.

The CHAIRMAN: No, but they are classified as tourists.

Hon. Mr. MURDOCK: There were 50,220 of them last year.

The CHAIRMAN: Are there any more questions?

Hon. Mr. McDONALD (*Kings*): No, I think all we can say is that it is a difficult problem the department has to handle, especially on holidays, and the only thing we can do is to suggest that at the larger centres, where there is congestion—and I am sorry to say there is some congestion at most of these large places on holidays—there should be an increase in the temporary staff.

Mr. BALDWIN: It is not a question of staff, sir; it is a question of facilities of the transportation companies, the bridge authorities, or the ferries, or whatever it is. We have an ample supply of officers, and have stressed the fact to these companies that we are quite prepared to put on all the necessary staff to deal with them. During these holidays we cancel all annual leave, all compensating time, in order that we will have officers available, and if necessary we do send staff from our Ottawa headquarters to assist in these places.

Hon. Mr. MURDOCK: Mr. Baldwin, there is a matter I have been wanting to find out for years, and maybe you can tell me. Every person who goes into the Point Pelee park pays 25 cents for admission. How much does that amount to in a year?

Hon. Mr. BALDWIN: I do not think I have any figures on the number of people who would be entering that park.

Hon. Mr. MURDOCK: Well, who could tell me, because I have been looking for it for a good many years.

Hon. Mr. CRERAR: You might find that in the annual report of the Department of Mines and Resources.

Hon. Mr. MURDOCK: I paid my 25 cents a good many times, and I would like to know how much it amounts to.

Hon. Mr. CRERAR: I think I can answer that question, Mr. Chairman. That will appear in the receipts by the National Parks, all of which charge an admission fee. That will show up in the annual report of the Department of Mines and Resources: at least I think it will. At any rate that would be the source from which it could be secured.

The CHAIRMAN: Are there any more questions of Mr. Baldwin? If not we will call Mr. Bunker, of the Department of Customs and Excise.

Mr. G. N. BUNKER, Director of Customs and Excise Section, Department of National Revenue, was then examined.

The CHAIRMAN: You have been following the questions that have been asked of Mr. Baldwin, and you know pretty much what we are in search of,—information as to the movement of people across the boundary. Is there any way that you can help to break down these figures which Senator Murdock has been presenting to us?

Mr. BUNKER: The Bureau of Statistics, or Mr. Marshall, has the only available breakdown. Customs and Immigration are not interested in such a breakdown. We have for customs purposes two large groups: one is the returning Canadian, and the other is someone from abroad coming to Canada. Beyond that point we make no effort to break our figures down whatever. We do assist Mr. Marshall and the Bureau of Statistics by forwarding them certain documents which they in turn analyse. We do not make any effort at breaking down the figures ourselves.

Hon. Mr. MURDOCK: How did Mr. Marshall get these figures?

Mr. BUNKER: He receives a copy of each car permit that is issued to a resident coming into Canada with a car from abroad. That car permit will indicate the number of passengers that that car brings into Canada. The length of stay is sometimes given on those permits. In any event, he receives a cancellation document when that car leaves the country, and it is from that as a basis, a spring board, that he builds up the figures. That is not his only source of information but it is his main one because tourist traffic arriving by motor car is the largest number of all tourist traffic. I would say at this point, Mr. Chairman, that the figures which Mr. Marshall gives us as tourist traffic may not be tourists in the strict sense of the term. They are merely temporary sojourners in Canada. He has no way of telling who is a bona fide tourist in the manner in which the word is usually accepted.

The CHAIRMAN: Who picks up these cards you speak of, the Customs?

Mr. BUNKER: Yes.

Hon. Mr. DAVIES: I understand you give a card to everybody who comes into Canada and they are asked to voluntarily fill in information. I believe they are asked to answer certain questions and return the card.

Mr. BUNKER: There are two types of documentation. First, the car permit, which is a necessary item if a car is proceeding beyond the confines of the port it enters. I should like to make it clear that a motor car can enter Canada without a permit if the driver declares that he is not going beyond the confines of that particular frontier port. In such a case we take from the person his United

States license registry card and return it to him when he leaves Canada. This gives us the record that he is temporarily in Canada and it guarantees us that he will report when returning to his own country. These cars which come in on that basis are considered a short-term entrance. For instance, we never consider that they were to be in for more than twenty-four hours. On week-ends they are sometimes actually in for longer than that but for the purposes of computation they are regarded as short-term visitors.

Hon. Mr. DAVIES: They could stay longer if they wanted?

Mr. BUNKER: Yes.

Hon. Mr. DAVIES: For instance, how long could a car stay in Niagara Falls? Ninety days?

Mr. BUNKER: A car coming into this country for any substantial period would be expected to take out a permit.

Hon. Mr. DAVIES: But he would not have to take out a license in Ontario in the first ninety days?

Mr. BUNKER: You are speaking of an Ontario registration license?

Hon. Mr. DAVIES: Yes.

Mr. BUNKER: They do not issue them in any event to an American car.

Hon. Mr. MURDOCK: What about a car coming in at Detroit and going out at Buffalo?

Mr. BUNKER: A man coming in at Detroit fills in a form in triplicate. Two copies of that form are given back to him and one copy is forwarded to the Canadian Bureau of Statistics. When he reaches his destination, his port of exit, two copies are collected from him and one is sent to the Bureau of Statistics showing the cancellation of his entry.

The CHAIRMAN: Are there any more questions to be asked on that point?

Hon. Mr. DAVIES: I want to know whether there is any truth in the stories we have been seeing in the press—there are not quite so many now as there were—that the people coming into Canada from the United States, tourists or otherwise, are subjected to very embarrassing and disturbing personal examinations? I understand that the examination is much more strict than it used to be.

Mr. BUNKER: Naturally there is a tendency at the present time in the enforcement of our new regulations to give stricter examination. I think the answer is that there is a stricter examination at the present time. There necessarily must be in order to adequately enforce our new regulations.

Hon. Mr. CRERAR: Am I right that the new regulations prohibit a visitor to the United States from bringing back, say, \$100 or \$10 worth of goods?

Mr. BUNKER: No sir, that would hardly be the correct manner in which to make the statement. The \$100 exemption is still in existence but there are a large number of items which our Canadian residents would ordinarily bring back from abroad on that exemption which are now on the quota or on the prohibited list. The restriction in that respect naturally affects very seriously the exemption possibilities.

Hon. Mr. CRERAR: I would not mention the following if I did not know that the individual who told me was a very reliable man. He was in the United States during the past winter. I understand he secured a permit and the necessary funds, before the order came into effect, to go to Florida for a few weeks. On his way back he had to purchase new shirts and also a pair of shoes, which he happened to be wearing when he returned. The shirts were confiscated and he was ordered to take the shoes off and they were confiscated.

Hon. Mr. DAVIES: Is there not a \$100 exemption?

Hon. Mr. CRERAR: That is why I am asking the question. Is there any exemption on that? Was it a mistake on the part of the Customs Officer?

Mr. BUNKER: We have heard rumors of such cases but we have actually yet to find one that has happened.

Hon. Mr. CRERAR: I have no doubt it happened in this case.

Mr. BUNKER: Going on from there, both the shoes and the shirts are on one or the other of the prohibited lists, and the Customs Officer was perfectly within his rights to seize them.

Hon. Mr. CRERAR: That is the explanation.

Hon. Mr. MURDOCK: The complaints are from returning Canadians.

Hon. Mr. DAVIES: I am from Kingston and I know that there is a great deal of traffic between Watertown and Kingston. The reports I have received is that 95 per cent of your officials at the border crossing are very courteous—both the Immigration and the Customs officials—but you do get the odd one who is very nasty.

Mr. BUNKER: I think I can give you a very logical explanation for that. During the war years our staffs were reduced because we did not have to handle the traffic. With the return of this traffic we found ourselves with depleted staffs and the necessity of taking on new men. These new men had to be taken on rapidly and they had to be given rapid training. Some of them are going to make excellent officers. I can speak very highly of the majority of them but unfortunately under such circumstances they are not always perfect, and occasionally there is to be found a dud. We are weeding these people out as fast as we can. I thank you for saying that 95 per cent of the officials are courteous. I myself would scarcely put the figure that high for all of Canada, but it is a situation where you have a large turn-over in personnel occurring at one time and it provides certain difficulties. We have really come off very fortunately, sir, taking everything into consideration.

The CHAIRMAN: Have you had any complaints in Customs as to congestion at border ports?

Mr. BUNKER: We have had very few complaints as to actual congestion, and those relate entirely to such major arteries as Fort Erie, Niagara Falls and Windsor. Outside of those three points we have had no complaints whatever. And on investigation we have found a somewhat surprising fact, that we are in a much better position than our United States neighbours to handle the traffic. At Fort Erie, which is perhaps the one point in Canada where congestion of a serious nature has occurred, the delays inward bound were actually trivial compared to the delays of the individuals who wished to enter the United States. I have personally seen cars lined up on the road leading out of Canada a distance of two miles from the bridge, but I have never seen the bridge itself completely filled inward bound. I am told that has occurred, but I have never personally seen it. We can handle cars and their occupants outward bound with such rapidity with our present staff and facilities that we can fill the Peace Bridge and keep it filled. That is a four traffic-lane bridge. The movement of traffic depends entirely on the United States officers and the United States restrictions and United States facilities.

Hon. Mr. McDONALD (*Kings*): How many minutes does it take to handle a car, on the average?

Mr. BUNKER: The average time to handle a vehicle varies greatly with the nature of the occupants. I would say that a United States car coming into Canada with bona fide tourists who are not carrying with them any impediments in the way of sporting equipment which has to be registered with us so that it will not be left in Canada, would go through the customs regulations in about one minute flat. That is, the average car would take about one minute. On the

other hand, a car coming in with outboard motors, guns, etc., might take ten or fifteen minutes before it would leave the customs compound.

Hon. Mr. McDONALD (*Kings*): In the holiday season if you got a car like that in a line-up, as occurs even at some of those smaller stations like Stephen, it holds up the traffic considerably, does it not?

Mr. BUNKER: The original idea of handling traffic was that it should be kept in queues. That mistaken approach was rectified some years ago. Traffic moving in lines is quite all right if each and every car requires the same amount of time in the line, but we recognize the fact that that is not true and we provide a parking yard into which any car requiring secondary examination is directed. When that is done it is immaterial if that car encounters serious difficulties and remains there for an hour; that does not impede the normal flow of traffic. Mr. Baldwin made a statement that I would like to elaborate on a little at this point. The facilities which are available for handling vehicles are just as important as or more important than the numerical strength of the staff. We require on an average three customs officers for each immigration officer, because we have more detailed work to do, forms to fill in, and so on, that are not required of the immigration officers. That is why we are repeatedly urging upon the bridge companies, ferry companies and tunnel companies to improve their accommodation, because unless they provide that accommodation basically at the start it is futile to put on staff. We pride ourselves, as Immigration also does, in providing all the staff that is necessary for the accommodation in which they are required to work. Beyond that we cannot go. At Fort Erie, on a big week-end like the Fourth of July week-end—and that is perhaps our highest peak—we even take our officers out of the clerical staff in the long room. We give one a badge, another one a cap, and so on—anything to indicate his authority—and put him on the line. Everyone works on those week-ends; there is no exception. The collector himself is out there to see that things are kept moving.

Hon. Mr. BISHOP: What do you mean by the companies providing accommodation? They cannot enlarge the bridge or tunnel.

Mr. BUNKER: The flow of traffic over a bridge or through a tunnel depends of course first on the number of lanes for traffic. When you get to the Canadian end of a bridge the manner in which the traffic is fanned out is of extreme importance. At Fort Erie it is possible to fan out the two or three lanes of traffic into sixteen. Beyond that it is impossible to go. Then it is a question of moving the cars through those sixteen lanes as rapidly as can be done, and that is where the parking yard comes into the picture. If there is no parking yard or other place to withdraw a case that is difficult to handle, you impede the flow of vehicles in the lane in which that car is.

Hon. Mr. BISHOP: Then, by providing accommodation you mean providing parking yards?

Mr. BUNKER: Yes, and more lanes and places to write permits, and so on. I would refer you to the Sarnia terminal as perhaps one of the best planned terminals. It was not inconvenienced by being laid out in the centre of urban property. The company could have all the property they wanted; it was marsh land which was to be filled in.

The CHAIRMAN: Are there any other questions of Mr. Bunker? If not, we will call on Mr. Dolan.

Mr. Dolan, you have been before us for the last three or four sessions. There has been a discussion here this morning about the number of tourists who come to Canada and the value of the tourist traffic. Have you any light to cast on the points that have been raised?

Mr. D. LEO DOLAN, Director, Canadian Government Travel Bureau: Mr. Chairman and honourable senators, I have always left to the Dominion Bureau

of Statistics the job of estimating the value of the tourist industry to Canada. As Mr. Bunker and Mr. Baldwin have explained, these figures are gathered in a number of ways and from a number of sources. As I understand it, figures are obtained not only from incoming cars and from visitors who come by train, bus or airplane, but D.B.S. also check with authorities in the United States, with the United States Department of Commerce, with transportation companies, and in fact with every agency that is concerned with the bringing of visitors to Canada, until now the D.B.S. figures are as nearly accurate an estimate as it is possible to secure. They admit, as all of us in the tourist business must, that this is purely an estimate. For example, there is a class of visitor who comes to this country known as sportsmen. Senator Pirie would know more about that than anyone, because in his province, New Brunswick, there are a number of very wealthy fishing clubs. I doubt if at any time in the compilation of tourist figures, dealing with the value of this industry, they have ever had one return from a member of, let us say, the Restigouche Salmon Club, or any other club in that province or the province of Quebec. I think our estimates of income from tourists are conservative, and the department at Washington agrees with that. Their estimate of expenditures by American visitors to Canada are higher than ours; they are very close now, because of the collaboration between the two departments.

Hon. Mr. DAVIES: Mr. Chairman, may I ask a question of Mr. Dolan? How many members are there in the Restigouche Salmon Club?

Mr. DOLAN: The former minister of lands and mines would know.

Hon. Mr. PIRIE: There are twenty-eight.

Hon. Mr. DAVIES: You know, of course, that among the ordinary people of New Brunswick there is a great protest against the river being held up for a few Americans.

Mr. DOLAN: I think the policy of the province of New Brunswick with respect to protecting the salmon is the greatest policy enacted by any province in Canada. It is the one province where you can get good salmon fishing.

Hon. Mr. DAVIES: For Americans.

Mr. DOLAN: No, that is a mistaken idea. There is more open water in New Brunswick—

Hon. Mr. DAVIES: Good salmon water?

Mr. DOLAN: Good salmon water. —by two or three times then there is closed water. It is a God-send to the salmon resources of New Brunswick that some of the rivers are closed.

Hon. Mr. DAVIES: But twenty-eight men monopolize the salmon fishing?

Mr. DOLAN: No.

Hon. Mr. PIRIE: Because there are twenty-eight members in the club, that does not mean that there are only twenty-eight fishermen. There are hundreds of fishermen on that river.

Mr. DOLAN: The expenditure they make in that province for guardians and guides has kept poverty off the Restigouche River in periods of depression.

Hon. Mr. DAVIES: That is a strong statement.

Mr. DOLAN: I lived in that province, Senator Davies, and I had something to do with the tourist industry. Unfortunately, I was there during the depression years.

Hon. Mr. DAVIES: You will admit that among the ordinary people in New Brunswick there is a great deal of objection to the closing of the river to a salmon fishing club.

Mr. DOLAN: I have never heard it.

Hon. Mr. PIRIE: Nor I.

Mr. DOLAN: I have heard in Nova Scotia, where the rivers have been open for many years, a demand by the fishermen and anglers' association that some of the rivers of that province be closed in an effort to restore the salmon fishing.

Hon. Mr. DAVIES: Do you mean to tell me that there are open waters where anybody can fish for salmon?

Mr. DOLAN: Yes, in the Miramichi, the Restigouche, the Cain and the St. John.

Hon. Mr. DAVIES: I wish you would write me a letter and give me that information.

Mr. DOLAN: Senator Pirie will take you down to his province. He is the best salmon angler in New Brunswick.

Hon. Mr. PIRIE: The government set aside some five or six miles on the Restigouche River that was wrapped up by the Restigouche Salmon Club and that is open to applications to the government of New Brunswick; and there are some other sections on the Restigouche River still open to the public for salmon fishing. Of course there is such a demand that you cannot expect that every application should be considered.

Hon. Mr. DAVIES: But an ordinary individual could not go into New Brunswick and fish in the protected rivers held for the Americans?

Hon. Mr. PIRIE: No, certainly not. I will give you an opportunity to come down and have some good fishing on the Restigouche, and it will not cost you anything.

Hon. Mr. DAVIES: In some of the protected areas?

Hon. Mr. PIRIE: Yes. On the Restigouche water they are most friendly and courteous people. If it were not for the Restigouche Salmon Club we would not have salmon in the Restigouche River. They pay hundreds of thousands of dollars for their sport. I think it is considered that a Restigouche Salmon Club member pays something like \$6,000 a year as a fee to become a salmon fisherman on that river; further, they spend for guardian service, they guard the river all through the winter as well as the summer; the investment they have on that river is tremendous.

Hon. Mr. DAVIES: I am not a salmon fisherman myself; I am only voicing my opinion of a New Brunswicker. I understand that no farmer whose land borders on the Restigouche River can fish in that river.

Hon. Mr. PIRIE: He can, provided his grant was issued before 1886.

Hon. Mr. DAVIES: When I heard it said that he could not fish on the river, I said that I could not believe there was any river in Canada where a farmer, whose land ran down to it, could not fish in it. That is true of the old country, where all the fishing is owned and controlled by wealthy people, but I could not believe that it would apply to this country.

Hon. Mr. PIRIE: If a grant runs to the centre of the river, and was issued before 1886, he controls to the centre of the river; but the government, I think, cancelled that right some years back and it now controls to the centre of the river on any Crown land and back to what they call high water mark, something like one hundred feet beyond shore.

Hon. Mr. DAVIES: Do you think that a farmer should have the right to fish on his own property?

Hon. Mr. PIRIE: Well, that is how the Restigouche salmon people own the water in the Restigouche river—because every farmer that owned water sold out to the fishermen.

The CHAIRMAN: On this point that has been raised about the expenditures of these people in New Brunswick, that should be part of the reported expenditure of tourists in Canada?

Mr. DOLAN: I have always thought so, senator.

The CHAIRMAN: But is there any method of collecting it?

Mr. DOLAN: No, because these gentlemen do not tell. They do not like to admit they are spending that much money on a sport which to them becomes a very expensive hobby. The same thing is true in the province of Quebec, more in summer, I think.

Hon. Mr. PIRIE: It applies to fishing in the Cascapedia and the Bonaventure and other rivers.

Mr. DOLAN: It has become a matter of discussion at some of our tourist meetings that men in that status will not state how much they are spending.

Hon. Mr. DAVIES: They do not like to admit it costs \$10,000 to get one salmon.

Mr. DOLAN: That is true.

Hon. Mr. PIRIE: Part of the Restigouche rivers is in Quebec.

Mr. DOLAN: That is right, and the Matapedia adjoining.

The CHAIRMAN: Would you like to go ahead and tell us something about the travel branch?

Mr. DOLAN: Pretty much everybody asks about what the possibilities are for 1948. I think we ought to do even better than 1947, if we do one or two things in Canada. I think that travel on this continent in the present year is going to be more selective than it was in the past. I think now the travel people are in what we call a buyers' market, and the price is going to be a very determining factor on travel in Canada this year. If we can keep our price schedule pretty much as it is now it will be an attraction which is going to count materially in the matter of dollars and cents to everybody who is in the tourist business in Canada. If we raise our prices beyond what Americans think is a justifiable level, then I am afraid our competition in the United States, which is keener than ever before, even our competition in Bermuda and Mexico, which is much more of a factor in our tourist trade to-day than ever before—

Hon. Mr. PIRIE: I do not think you need worry anything about Bermuda.

Mr. DOLAN: Well, they have appropriated more money for advertising than the federal government.

Hon. Mr. PIRIE: I was down there a week ago, and I stayed three days. That was long enough.

Mr. DOLAN: I am glad to hear that. I am always fearful that people with the—

Hon. Mr. DAVIES: What was the matter?

Hon. Mr. PIRIE: A quart of milk in Bermuda will cost 30 cents, a pound of butter \$1.20, a pound of potatoes 8 cents, and everything else accordingly. Drop into a store and you pay \$22 for a little, not all-wool jumper sweater; and all that sort of thing. I do not think we need worry very much about Bermuda.

Mr. DOLAN: I am glad to hear that, Senator Pirie, but I must approach it from the standpoint that Bermuda is putting on an advertising campaign and they will induce a lot of people to come down, just like you. They may go down for only four days, but you and other gentlemen were potential customers of Canada. They do not know about Bermuda as you do. So in making our plans for 1948 we must of necessity look at the advertising promotion program of our other competitors.

Hon. Mr. DAVIES: I should like to hear about the advertising promotion program.

The CHAIRMAN: You talk about the possibilities of greater tourist traffic this year. It mostly comes from the United States?

Mr. DOLAN: Yes, sir.

The CHAIRMAN: In your publicity campaign have you tried to remove the impression that appears to exist over there, that the restrictions are somewhat of an austere character?

Mr. DOLAN: No, not in our advertising campaign. I will tell you why.

The CHAIRMAN: But in the first place do you admit that there is an opinion of that kind in the United States?

Mr. DOLAN: I think, not to the extent we think it does exist here in Canada. It was Senator Murdock who said that most of the discussions with regard to our regulations and dollar-saving program was a result of Canadians complaining because of these restrictions, rather than the United States citizens. Only the other day I asked our consular office in New York what their experience had been with reference to the number of people coming in there seeking tourist information, which they now do. Here is what I got back from them: "Tourist inquiries are increasing, and people do not appear to be concerned about crossing the 'heavily defended' frontier. Not many of them are aware of the import restrictions, let alone the rumours of austerity. In this respect the United States indifference to Canadian news has evidently been to our benefit." I have been in the United States myself in connection with my duties quite a bit in the last month or so, and I am quite prepared to agree with that summation. Strangely enough, we in Canada are discussing these regulations with a great deal more vigour and complaint than our friends across the border. Buffalo has always been a difficult city when we put any kind of restrictive measures into effect in Canada, and there has been in Buffalo some discussion here and there about the government's dollar-saving program; but gradually we are breaking down any feeling of antipathy towards Canada in that respect. We have distributed several hundred thousands of statements in the United States to automobile clubs, travel organizations, travel agents, hotel organizations, newspapers, travel editors, magazine editors, sports editors, and the like, until today the impression, I think, is getting pretty well abroad in the United States that our regulations in so far as American visitors are concerned do not affect them any more today than they did last year or the year before. Most of the complaints and most of the discussions have been, I think, by our own people, because the restrictive end of the regulations, if I may use that phrase, has been directed wholly and solely to the returning Canadian citizen.

Hon. Mr. MACKENZIE: What is the estimated value of the tourist traffic coming to Canada last year?

Mr. DOLAN: The estimate, as close as they can make it, is \$240 million, Senator Mackenzie.

Hon. Mr. MACKENZIE: What is your estimate as far as you can make it, for the current year?

Mr. DOLAN: I would like to see it increased 10 to 20 per cent, so that we can get over \$260 million. I do not know whether we can.

Hon. Mr. MACKENZIE: What is the basis of computation of the value of this industry?

Mr. DOLAN: Well, Mr. Marshall went into that at some length, Senator Mackenzie, and as I am an ex-newspaper man who does not know much about figures I leave it to the Bureau of Statistics, who went into it at great length. We are helping him to get some figures. For example, 208,000 people wrote our Bureau last year. We took a segment of about 60,000 of these and we wrote and sent them a form of questionnaire. We sent what we call a follow-up questionnaire, in order to help the Bureau of Statistics with some more detailed information, and asked a series of questions. For instance, did they receive the information we sent? What prompted them to write to us—whether they saw

one of our advertisements, or did they get the idea from a friend? Then we did what we call a little concealed selling and asked them what they would like to come to Canada for this year. I notice here that the first party that answered is a man from Florida. He spent \$400, and said everything was very satisfactory.

The CHAIRMAN: You asked them the question what they spent?

Mr. DOLAN: Yes.

The CHAIRMAN: Did they give the information to you?

Mr. DOLAN: As a rule. There is one, and here is another one, the amount he spent was \$400, from California; and there is another one that does not give it. The next is "\$300", the next "\$200"—"\$200", "\$500 or more". We ask them how long they spent and how they travelled, incidentally, and what way they came—by car or train or bus, and where they went to, and what comment they have to make on Canada. Here is one, for instance: "Does the Canadian International Paper Company still permit people to hunt on their reservation, and do they accommodate sportsmen?" Here is another man. He does not tell how much he spent. He asks us for all sorts of information. We are going to break these returns down and give them to the Bureau of Statistics. The Bureau of Statistics people tell me that a 60,000 sample is a pretty big one. We are trying to help them get more accurate figures.

The CHAIRMAN: How many replies did you get from the 60,000?

Mr. DOLAN: They are coming in at the rate of from 150 to 200 a day and I hope that we will get from a 10 to 15 per cent reply. We feel that if we get that large a return we are doing pretty good. That is a fair percentage of return on questionnaires.

Hon. Mr. DAVIES: If you could send them self-stamped envelopes it would improve the plan?

Mr. DOLAN: Yes, but it would be mostly American stamps needed and we have never been able to buy those in the quantities which we require.

Hon. Mr. DAVIES: I think it would almost pay to have 60,000 self-stamped envelopes.

Mr. DOLAN: It is a matter I should like to think about, Senator Davies.

Hon. Mr. DAVIES: A lot of people will send in a report if they do not have to go to the expense of buying a stamp.

Mr. DOLAN: That is true. I might say that Americans are better people for replying to questionnaires than are Canadians. Now, with respect to the information we receive we forward it, favourable or otherwise, to the provinces concerned so that they may study what they can do to improve their catering business.

Hon. Mr. DAVIES: I understand you are in close contact with the provincial tourist bureaus?

Mr. DOLAN: Yes.

Hon. Mr. DAVIES: At the beginning of the summer season do the provincial tourist bureaus try to contact the municipalities and suggest that our various police departments turn a blind eye to parking and other minor traffic violations? We are continually raising trouble in our newspaper about these things and we have got it now pretty well to where the tourists merely take the tickets to the police station and the chief thanks them for doing so. That is the practice being followed in many American cities and towns. Last year when returning from Atlantic City I parked my car a little over the line in Newburg, N.Y. We were having supper in a restaurant and when we returned we found a ticket on the car. The police station was not far away so I took the ticket in myself. The chief thanked me for bringing it in and said, "We just want to let you know we are watching these things but, of course, there will be no charge".

That made a good impression on me. In Ontario we have too many smart policemen who constantly put tickets on American cars, forgetting that at the very moment they are doing so these tourists may be spending from \$25 to \$50 in a store.

Mr. DOLAN: I am glad you brought that point up because they are now putting out tickets to this effect: You have violated such and such a regulation, but we are glad to have you visit us. Do not go to the police station. I think Windsor is doing a good job in that connection. The Canadian Association of Tourists and Publicity Bureau are launching for the third consecutive year a tourist week in Canada—various radio stations and publications are joining in it—and they are going to impress upon the municipalities the importance of the tourist business to them and the need of acts of courtesy and kindness towards the tourists as well as the importance of improving tourist service. That is a program which is pretty widespread.

Hon. Mr. DAVIES: Could you get me one of those Windsor cards?

Mr. DOLAN: I have one in my office. I am speaking from memory but I am quite sure it is Windsor. If it is not the city of Windsor it is at least a border city and I shall be happy to supply you with one. Many of the comments we have received have been to the effect that our Immigration and Customs Officials have been very courteous, but the courtesy of our policemen is mentioned even more. The Americans seem to like the treatment accorded them by our various police departments.

Hon. Mr. PIRIE: You get the odd policeman or Customs official who does not use good common sense.

Mr. DOLAN: That is right.

Hon. Mr. PIRIE: I think some effort should be made by the higher Customs officials to visit the border points and, unknown to the men there, pick out these fellows who are using poor judgment, and in this way see if the situation cannot be improved. I have in mind an official on the border port in my part of the country and he seems to take a great delight in making things disagreeable for everybody who goes across the border. I have never had any trouble with him myself but I have had numerous complaints by people, taxpayers and citizens, who say that he simply seems to take a great delight in delaying them and asking them a lot of silly questions and so on. If they were to take an official like that and put him on a border port where only two or three cars pass in a long while it would be a good thing.

Hon. Mr. DAVIES: I can tell you that it costs \$10 to go through a stop street in Smiths Falls.

Hon. Mr. PIRIE: Mr. Dolan, a few moments ago you spoke about advertising?

Mr. DOLAN: Yes.

Hon. Mr. PIRIE: Could you give us some idea as to the budget you have this year?

Mr. DOLAN: We have a total budget of \$1,030,000.

Hon. Mr. PIRIE: How does that compare to the budget of last year?

Mr. DOLAN: Our budget for last year was \$650,000. We are spending a great deal of money in advertising outside of Canada. We feel it is the job of the provinces to do any interprovincial advertising. The Federal department has to spread out its budget pretty thin as it is.

Hon. Mr. PIRIE: I hope the same thing does not happen again that took place a couple of years ago. We asked the American tourists to come in and enjoy the benefit of 10 per cent on the dollar, and shortly after they got into the Dominion of Canada the bars were put up and that did not apply. To my

mind that was a black eye to the Dominion of Canada. They said, "Come on over to Canada and spend your money. You will get \$1.10 value for every dollar you spend". The next thing that happened the Americans woke up and found that that did not apply.

Mr. DOLAN: At the time we issued the advertising it did apply. It is one of those unfortunate things.

Hon. Mr. MACKENZIE: How is the advertising handled, through a central agency?

Mr. DOLAN: Yes, Senator Mackenzie.

Hon. Mr. DAVIES: In what magazines do you advertise in the United States?

Mr. DOLAN: I can give you the magazines we are using in the United States. They are as follows: *Holiday*, *Collier's*, *Woman's Home Companion*, *Better Homes & Gardens*, the *New Yorker*, the *American Magazine*, *Good Housekeeping*, *National Geographic*, and the outdoor magazines of *Field & Stream*, *Hunting and Fishing*, *Outdoor Life*, and *Outdoors*.

The CHAIRMAN: You mentioned *Holiday*?

Mr. DOLAN: Yes.

The CHAIRMAN: Have they had any articles on Canada?

Mr. DOLAN: They have. I am now in communication with the editor, Mr. Patrick, because they have not done the kind of stories I should like to see. I have asked him to devote an entire issue to Canada and to have the stories of our recreational resources written by Canadians. I have suggested four Canadian writers to him, dividing the country into four parts. I have suggested a writer like Bruce Hutchinson, who knows the west; Miss Wurio to write the Ontario story, a Quebec writer who knows French Canada, and Mr. Frank Doyle of Halifax to write about Eastern Canada. They are considering doing that and they have told me they have written articles on Quebec from time to time.

Hon. Mr. BISHOP: Who are "they"?

Mr. DOLAN: *Holiday* magazine.

Hon. Mr. DAVIES: Why is *Life* magazine not included?

Mr. DOLAN: Did I not include it?

Hon. Mr. DAVIES: No.

Mr. DOLAN: *Life* is the best magazine we have on our list. I do not think I mentioned *Time* or *Life* or *Fortune*. I notice them now on another page here.

Hon. Mr. DAVIES: I would say that for your appropriation you are getting a lot of publicity in those high-priced magazines. It must be very costly.

Mr. DOLAN: Advertising costs are nearly 50 per cent greater today than they were before the war, and unfortunately there is no indication of the rates in American publications coming down; they are still going up.

Hon. Mr. DAVIES: Do you not think that is partly because the magazines have much greater circulations now than before the war?

Mr. DOLAN: That is quite true, Senator Davies, and they base their rates upon circulation. We have got fine co-operation from those magazines, and in the sports magazines too, as you probably know, Senator Pirie. They have done a pretty good job for Canada.

Hon. Mr. PIRIE: Yes. Can you tell me how much benefit in American dollars Canada expects to get from this estimated tourist expenditure of \$240 million? I think that was the estimate for last year?

Mr. DOLAN: Yes.

Hon. Mr. PIRIE: How much of that does Canada expect to get in American dollars?

Mr. DOLAN: That is American expenditure of American dollars, as I understand it, sir.

Hon. Mr. PIRIE: Before a tourist comes over to Canada he can go into a bank in the United States and get a premium of 10 or 11 per cent by converting his American dollars into Canadian money right there, so he brings Canadian money across the border. What benefit are we going to get out of that in the long run?

Mr. DOLAN: I am told by the Bank of Canada officials that there is not enough Canadian money in the United States to make that a very big factor in the total returns.

Hon. Mr. PIRIE: Can an American not go into a United States bank and buy a draft on some Canadian bank and get the benefit of the premium in that way?

Mr. DOLAN: I would not like to answer that, sir. I would rather you asked that question of the Bank of Canada. I hope that not too many Americans know about that, though.

The CHAIRMAN: You mentioned that you use magazines and sporting papers as media. What use do you make of daily papers?

Mr. DOLAN: We use all the better-known daily newspapers from Boston to San Francisco. Last year we used eighty-five newspapers from Boston to California, that being a selected list which we have known over a period of years has produced the best results.

May I say here that I have read the latest report of the committee's proceedings and I have a point here that I think would be interesting. There is the closest possible co-operation in our advertising schedules with the provinces and the transportation interests. Many weeks ago I placed before them the media which we propose to use for the Canadian Government Travel Bureau's advertising, and the provinces and transportation interests have dovetailed their advertising in such a way that now there will not be any repetition of Canadian advertisements in any one particular magazine, as has been the case in years gone by. We have correlated our advertising schedules with all the tourist agencies throughout Canada for the first time, as a result of our Dominion-Provincial Tourist Conference which was held last year. That conference will be an annual event.

Hon. Mr. BISHOP: Who got up that red book which you have there?

Mr. DOLAN: These are just proofs that I brought here to show the committee this morning. They are pasted in.

Hon. Mr. BISHOP: Somebody must have done it.

Mr. DOLAN: The advertising agency did, Cockfield-Brown.

Hon. Mr. BISHOP: But who did the printing for the advertising agency? It is a very nice job.

Mr. DOLAN: They are engraver's proofs. That would be done by Rapid Grip & Batten.

The CHAIRMAN: How many pamphlets or booklets do you issue?

Mr. DOLAN: We issued last year to persons who wrote in 1,708,000 publications.

Right Hon. Mr. MACKENZIE: Where did they go to?

Mr. DOLAN: All over the world, Senator Mackenzie. It is really amazing where inquiries come from; we get them from practically every civilized nation.

The CHAIRMAN: In one of those questionnaires I see you make some reference to a publication "From Sea to Sea."

Mr. DOLAN: That, Mr. Chairman, is a book issued by the Information Branch of the Department of External Affairs. It is different from our tourist

booklet, and deals with Canada's history, constitutional position, government and so on. We thought it might be advisable to send this book along with our own booklet to people who write in, so we obtained some copies from the Information Branch of the Department of External Affairs.

Right Hon. Mr. MACKENZIE: Are the booklets that you send out in more than one language?

Mr. DOLAN: No, sir. I am glad you asked that question, Senator MacKenzie. I think the time is coming when we shall have to issue the booklet in Spanish and maybe Portuguese, for Latin American countries. That matter has to be considered very shortly.

The CHAIRMAN: When a person writes in and asks for some literature, do you send him a copy of all the literature you publish?

Mr. DOLAN: We have different pieces of literature which we send to different types of inquirers. We have got that down pretty well, senator, after all those years, so that we know fairly well what to send to an inquirer, from the kind of request he makes.

The CHAIRMAN: Does everyone of your booklets deal with the Dominion as a whole?

Mr. DOLAN: Our general booklet covers the whole Dominion, sir. Then we have a booklet on how to enter Canada, which gives information about the customs and immigration; and we have a booklet on sports and fishing; one on the Trans-Canada Highway and so on.

The CHAIRMAN: What does your Trans-Canada Highway booklet tell the people?

Mr. DOLAN: About the mileage, mostly. It is surprising, though, how many people want to travel it. And I would like to point out that every inquiry which comes into our office is passed on to the provinces.

The CHAIRMAN: May I interrupt you there, before you go into that. What help would it be to the development of the American tourist traffic if we had an all-Canadian hard-surface highway?

Mr. DOLAN: It would be of considerable help.

Hon. Mr. PIRIE: Tremendous.

Mr. DOLAN: If we had an all-weather highway from coast to coast through Canada, I hesitate to estimate how much money it would bring into this country, but it would result in a tremendous increase in our tourist receipts.

Hon. Mr. PIRIE: It would be worthwhile even from the point of view of increased gasoline taxes alone.

Mr. DOLAN: A Trans-Canada all-weather highway would be one of the greatest assets to the tourist industry of this country.

The CHAIRMAN: I have advocated hard-surface roads particularly leading to our national parks. Large sums of money are being spent on parks such as Prince Albert, Riding Mountain and Jasper, yet no hard-surface roads are provided for American tourists direct to those parks.

Mr. DOLAN: I think one of the reasons why the attendance of American tourists in our national parks is so small, is that we have no arterial highways leading to the parks. There is not much use in putting a good highway through a park if there is not a good highway leading to the park itself, because however attractive the park itself may be many tourists will not travel over dusty roads to reach it.

The CHAIRMAN: A few moments ago I interrupted you when you were going to say something about passing on inquiries to the provinces.

Mr. DOLAN: Every inquiry that we receive is passed on to the provinces and the transportation interests, and in each case we state what the inquirer is interested in. Of course, we also give the inquirer whatever information we have as well. For instance, here is an inquiry from a man in Oxford, Michigan, who is planning a fishing trip in the Lake of the Woods area, Ontario. That inquiry will be passed on to Ontario and to the transportation interests. The next inquiry here—I may say I have not gone through these before—is about hunting in Quebec and fishing in British Columbia. That will be passed on to Quebec and the British Columbia tourist departments, so this man will be an extra potential visitor for them. A lot of people do not know about this form of co-operation between the Canadian Government Travel Bureau and the provincial and transportation interests.

The CHAIRMAN: Do you receive many complaints from tourists about their treatment in Canada or the nature of accommodation or meals?

Mr. DOLAN: Not very many; I would say in all a very small percentage, Senator. The biggest complaint is about our highways, because, as Mr. Bunker said, the vast amount of tourist traffic comes on rubber wheels—perhaps 85 or 90 per cent; those people, naturally, complain about the highways which are not good. The motorist is our biggest complainer; he is so used to good highways in most parts of the United States. I have driven over highways in certain parts of the United States which were no better than our own, but in the main their highway system is better than ours.

In one or two areas we have had some complaints about guides putting their hand out for tips, and more or less suggesting to the gentleman or lady being shown about the premises that they should tip them quite liberally. Complaints of that nature have been received only on rare occasions. We have also had some complaints about the quality of our meals. The needs of this country are, first better highways and second, cuisine. We do not need to worry too much about the courtesy of our officials or people. I think a pretty good job is done in that field, though in some instances it could stand improvement. Further we do require more accommodation of a modern type than we have today in our tourist areas.

Hon. Mr. PIRIE: The tourist departments in the individual provinces are the ones who should promote better accommodation for the tourist.

Mr. DOLAN: That is right, Senator Pirie. I think that is being done now, because many of the provinces are putting into effect legislation making necessary improvements for sanitary conditions, and they are weeding out the poor type of accommodation because they are not listing them in their tourist booklet.

Hon. Mr. PIRIE: In our province they are grading them.

Mr. DOLAN: They are grading them in various provinces. British Columbia took the lead in that matter and passed a very fine piece of legislation. Strangely enough, when it was first started—the senators will forgive me this injection—it was felt that it was not a politic thing to do, and that it might meet objection from some of the people in the business. But now the men who are in the business of catering are cheering the regulations most enthusiastically, and they are helping all governments that are putting them into effect. The good men in the business want it done, and the others realize the value of grading, and improve their accommodation.

The CHAIRMAN: When you get complaints from tourists do you send them right out?

Mr. DOLAN: Yes, we send them right out. If it is to the C.P.R., the C.N.R. or some provincial authorities they get it without delay; and we ask them to immediately take the matter up and to report to us. I have had good co-operation in that connection.

The CHAIRMAN: I see one item in these comments which might interest Senator Mackenzie. This one refers to British Columbia—"just love all of it".

Mr. DOLAN: I intend to make some of those comments available to a good writer. They represent what Americans think of Canada. True, some of them are very amusing and others could not be used. I have about 20,000 of them, and I think they should make the basis for a good story.

The CHAIRMAN: Are there any other questions to be asked of Mr. Dolan?

Mr. DOLAN: Senator McDonald asked for some information at the last meeting, and I now have a letter from the Eastern Steamship Lines covering that point.

Hon. Mr. McDONALD (*Kings*): I should like very much to hear the information Mr. Dolan has on that question.

Mr. DOLAN: Immediately I received the transcript I got in touch with the President of the Eastern Steamship Lines and told the question had been asked. In his letter of March 2 he had this to say:

Present plans contemplate the same service for the summer season of 1948 as was provided in 1947. The service will open the end of May and close at the end of September, with three round trips per week between Boston, Mass., and Yarmouth, N.S.

Our experience last summer on the first postwar operation between the States and the Maritimes revealed very clearly and without any doubt whatever that there was not sufficient traffic offering to approach the capacity of the ship that was operated, and had two ships been operated the loss would have been too severe to bear. Passenger rates were increased on the average between 30 per cent and 35 per cent as compared with 1941 rates, but the costs of operation of the ship increased to more than 300 per cent of 1941 costs. The cost of operation will be much higher this year,—fuel oil, wages, and repairs, alone will cause a very burdensome increase.

The passenger-carrying capacity of the SS. *Yarmouth*, the vessel which was operated last year and will be operated this year, counting the number of berths in staterooms and the number of voyages made, was about 53,000 persons, whereas the number of persons carried was just under 36,000. While it is true that traffic never accommodates itself to facilities in a manner which permits maximum capacity to be used throughout a season, nevertheless it is likewise true that considerably more than two-thirds of the available capacity can be used effectively if traffic offers.

Comments were going around last year about people not being able to get on the ship, and so far as possible these were run down to get at the truth and the basis of such comments and rumors. Every time we could find out what actually happened, either the passenger had picked a particular day which he would not change, or could not get exactly the kind of accommodation he wished on that day. Many passengers insist on only minimum priced accommodations, many others insist upon the best accommodations, and it is true that such demands cannot be accommodated on every sailing of the ship, any more than they can be on the average train that pulls out of a station.

We expected considerably greater travel demand on the Boston-Yarmouth Line than we experienced, and knew in advance that the one ship had capacity to accommodate the greater demand which we estimated would develop.

With our traffic and operating cost experience of last summer as our guide it is obvious that an additional ship could not possibly be put into the service without disastrous results. This is true whether the ships were under either the American or Canadian flag, and if such amplified service

is to be operated I see nothing for it but government subsidization in a very large amount—some hundreds of thousands of dollars per season. There is no basis in law for any such subsidization by the American Government.

With respect to the operation of the Boston-Saint John Line, I see no possibility of placing a ship in that service under present conditions. Comparing pre-war traffic with the traffic we experienced last summer on the Boston-Yarmouth Line, and using this as a basis for pre-war and anticipated post-war traffic volume on the Boston-Saint John Line reveals at once the impossibility of revenues even approaching the cost of operation. The same is true, but to a more discouraging degree, with respect to the New York-Yarmouth service which operated in some years pre-war for a short summer season.

I regret that the economics of this situation do not permit me to give you a more optimistic report, but feel that I cannot do less than state to you the truth about it. Should you desire any further or more detailed information for use in your presentation to your Tourist Committee I shall be glad to do my best to provide it.

Very truly yours,

A. B. SHARP,  
*President.*

Hon. Mr. BISHOP: They are putting on the Yarmouth boat from May until September?

Mr. DOLAN: Yes, Senator Bishop.

Mr. McDONALD (*Kings*): There is no hope of a service from New York.

Mr. DOLAN: There is no hope there; and no hope for the Boston-Saint John service. I thought that was the information you required.

Mr. McDONALD (*Kings*): Yes, that is. I was hoping we could get a second boat on, because there were a lot of people who could not get accommodation and became discouraged, with the result that they never got into Nova Scotia. I am sure that the Tourist Department at Halifax, as well as yourself, is interested in getting all these people in, especially now when we need American dollars so badly. I was also in the hope that a second boat could be put on not only for the tourist season—and I speak now of a smaller boat, cargo carrying capacity, which would perhaps handle a hundred passengers—for the year round. I think that the government would have to give some support to that service. It would be of great help to our farmers and our fishermen to be assured they would get regular transportation for their products to the market. I believe that since the change has taken place in the fruit industry in the Cornwallis-Annapolis Valley that it is more important that we try to develop a New England market for our agricultural as well as our fish products. The C.V.R. and the C.N.R. could carry cold storage cars and the boats could also carry cold storage; in that way we could market not only our small fruits and some of our vegetables, but possibly some dairy products.

Hon. Mr. DAVIES: There is no private service now?

Hon. Mr. McDONALD (*Kings*): No, except for the lobster pack, at certain times of the year.

Hon. Mr. BISHOP: Some of the Yarmouth boats carry lobsters and fish.

Hon. Mr. McDONALD (*Kings*): While the service operates from May to September.

Hon. Mr. DAVIES: Well, this is an American company.

Hon. Mr. McDONALD (*Kings*): The Eastern Steamship Lines.

Mr. DOLAN: The head office is at Boston.

Hon. Mr. McDONALD (*Kings*): If the Eastern Steamship Lines is not interested, I think possibly there is a company which is interested in putting a steamship on there, but it would have to have some government support, as suggested in that letter from the Eastern Steamship Company, but it means a great deal to our people down there to have regular transportation between Yarmouth and Boston. It might be, if we could get a regular boat on there, and if there was freight enough offering to Saint John, they could go from Boston to Yarmouth, Yarmouth to Saint John and back to Boston. I do not know of course whether there would be sufficient freight offering to Saint John to make that worth while or not.

The CHAIRMAN: Do you want any further enlightenment from Mr. Dolan on the activities of his Bureau? Are there any other questions you would like to ask him? We are very glad to have had you, gentlemen, and we thank you very much.

Now, I have some reports which I want to submit before you go. We have not yet passed a motion for the publication of the proceedings of the committee, and we are beginning to receive inquiries. I know of one the other day, who telephoned the Ontario Tourist Bureau and wanted to get some copies of the evidence which has been taken. We have a formal motion: "That on motion it was resolved to report recommending that authority be granted for the printing of 600 copies in English and 200 in French of the evidence given before the committee, and that rule 100 be suspended in so far as it relates to the said printing." That is the motion we have to pass here. As to the committee's report, I would present this to the house today: "Your committee recommend that it be authorized to print 600 copies in English and 200 copies in French of its proceedings, and that rule 100 be suspended in so far as it relates to the said printing." Is the committee agreeable that that course be followed?

Hon. Mr. BISHOP: I so move.

Hon. Mr. McDONALD (*Kings*): I second the motion.

The motion was agreed to, and the committee adjourned, to meet at the call of the Chair.



